

**IMPACT OF PLACE ATTACHMENT AND
DESTINATION EMOTION ON
STAKEHOLDER RESPONSIBLE BEHAVIOUR
AND MODERATING ROLE OF STAKEHOLDER TYPE**

Thesis submitted to

GOA UNIVERSITY

for the award of Degree of

**DOCTOR OF PHILOSOPHY
in
MANAGEMENT**

By

MS. JOG DEEPTI RAJARAM

Under the guidance of

DR. NANDAKUMAR MEKOTH

Professor, Department of Management Studies
Goa Business School, Goa University

2020

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DEDICATION

I dedicate this project to **Lord Ganesha** my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this program and on His wings only have I soared.

I also dedicate this work to my Revered parents **Mr R V Jog and Mrs Vanita Jog** who taught me the value of education, who continues to learn, grow and develop and who have been a source of encouragement and inspiration to me throughout my life, a very special thank you for motivating me to dream big and bring big dream to fruition

DECLARATION

I, Jog Deepti Rajaram, do hereby declare that the work which is being presented in this thesis entitled '**Impact of place attachment and destination emotion on Stakeholder responsible behaviour and moderating role of Stakeholder type**' is a record of original research work done by me from 2016 to 2020, under the supervision and guidance of Dr Nandakumar Mekoth, Professor (Retd), Goa Business School, Goa University, Goa.

I also declare that this dissertation or any part thereof has not been submitted by me for the award of any Degree/ Diploma / Associate-ship/ Fellowship or other similar titles to any candidate or any university.

Jog Deepti Rajaram

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‘Thank you Almighty God for giving me the strength, knowledge, ability and opportunity to undertake this research study and to persevere and complete it satisfactorily. Without your blessings, this accomplishment would not have been conceivable’

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God bless to all the people who helped me in some way to complete this Ph. D. thesis.

Deepti Jog

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ABSTRACT

Millions of people travel each year and experience tourism services at different tourist attractions. It has become necessary for destinations to consider sustainability issues. The threat caused due to changes in the climatic conditions and shrinking natural resources forces individuals to assess the impact caused due to their actions on natural, social and economic environments. For destination development to be sustainable, the participating stakeholders must act responsibly. For the stakeholders to act in a responsible manner, they should have an understanding of the factors that lead to their responsible behavior. In the current study, the role of place attachment and emotional connect at a destination is considered and its impact on the responsible behavior of stakeholders is assessed.

The current study investigates the understanding of tourism stakeholders regarding destination sustainability by using the proposed stakeholder responsible behavior scale. The study is two-fold. The first section deals with the development of stakeholder responsible behavior scale using structural equation modelling (SEM). In the second section, the proposed scale is tested with the existing constructs of place attachment and destination emotion. Additionally, the moderating effect of stakeholder type and the mediating effect of environmental attitude is tested to explore the relationships among the study constructs basis structural equation modelling. Data is collected using a formal questionnaire from the two groups of stakeholders' residents and tourists and a total of 247 residents & 203 tourists' responses were received. AMOS version 22 is used to perform the analysis. Goa - India as a globally acclaimed travel destination needs to urgently address its low levels of responsible tourism evidence particularly considering it is a part of developing nation. Hence this study is an attempt to fill this gap. The findings of the study have wider applicability across similar destinations across the developing nations.

The proposed scale is based on the triple bottom line approach of sustainability and attempts to evaluate responsible behavior of stakeholders' basis the three dimensions of environmental, economic and social responsibility. Additionally, the adapted place attachment scale comprises of two dimensions, place identity and place dependence. Place identity assesses how people relate to places. Place dependence assesses what benefits people expect from their association with a place. The second adapted scale is the destination emotion scale and comprises the three positive emotions' dimensions such as joy, love and positive surprise. The third adapted scale is the environmental attitude that encompasses a degree of favor or disfavor towards issues about the natural environment.

Findings strongly support the role of place attachment and destination emotion in stakeholder responsible behavior formation. Additionally, there was a significant difference in the responsible behavior understanding of the two stakeholder groups, residents and tourists. The

proposed stakeholder responsible behavior scale can be widely applied to understanding and comparing the responsibilities of multiple stakeholder groups. The study findings have implications for the tourism industry particularly in the developing nations.

Keywords: Stakeholder Responsible Behavior, Sustainable Tourism, Place Attachment, Destination Emotion, Triple bottom line approach to sustainability, environmentally responsible behavior, socially responsible behavior, economic responsible behavior and scale development

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LIST OF ABBREVIATIONS

DES	Destination Emotion Scale
SEM	Structural Equation Modelling
TBL	Triple Bottom Line Approach
CSR	Corporate Social Responsibility
ERB	Environmentally Responsible Behavior
SRB	Socially Responsible Behavior
ECRB	Economic Responsible Behavior
PI	Place Identity
PD	Place Dependence
DJ	Destination Joy
DL	Destination Love
PS	Positive Surprise
EA	Environmentally Attitude
RT	Responsible Tourism
RTM	Responsible Tourism Management

Chapter 1

Introduction

1.0 Background and Significance

The tourism sector is one of the growing sectors across the world. The sector is known for its contribution to economic growth and development. Economic development is in turn associated with globalization, movement of population, development in transportation and improvement in communication technology which together has contributed to exponential growth in the tourism industry (Lansing and Vries, 2007). Tourism industry involves multiple activities, thus making more number of people dependent on this sector for employment and business development. The growth in the sector over time has led to several positive and negative impacts on the sector. The visible adverse effects of tourism development include increased levels of CO₂ emission due to increased pollution resulting from transportation and accommodation (Dwyer et. al, 2010), increased consumption of natural resources (Xu et. al, 2017), diminishing biodiversity due to unplanned tourism management (Mayaka et. al, 2017) and an increased threat to local cultures (Sood et. al, 2017). The negative impacts at the destination started to increase, with increased pressure on destination to serve an increasing number of visitors (Choi and Sirakaya, 2006). Such impacts were also a result of objectionable activities of the tour participants that led to over-exploitation of resources or non-adherence to the norms set by destination authorities for the well-being of the destination (Archer et. al, 2005). The awareness that such impacts over time may harm the destination to an extent that the losses are irrecoverable, forced destination managers to look for alternative tourism practices such as sustainable tourism (Choi & Sirakaya, 2006). Thus alternative forms of tourism such as sustainable tourism, eco-tourism, responsible tourism was discussed in order to reduce the negative impacts of

tourism development and increase positive impacts, alternative tourism forms were discussed (Leslie, 2016, pp 6).

The goal of sustainable tourism development is to reduce the negative impacts caused due to multiple tourism activities (Mihalic, 2000). The urgent need to reduce the negative impacts by way of preserving the natural resources, the wellbeing of the society and long term economic viability of the community (Kilipiris & Zardava, 2012) were visible through significant signs of degradation at the destination. Basis the understanding of these negative impacts, alternative sustainable forms of tourism are suggested. These alternative tourism forms including sustainable and responsible tourism, focused on the two aspects – environmental protections and socio-cultural well-being (Kilipiris & Zardava, 2012).

Discussion around the concept of sustainability begun after it was introduced in the brutland report (World Commission on Environment and Development, 1987). Sustainable development is defined as the ‘development that meets the needs of the current generation without blocking the ability of the next generations to meet their own needs’ (Robert et al., 2005). Particularly in the tourism context, sustainable tourism is defined as “Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future”(World Tourism Organization 1993: 7). What is sustainability concerning tourism, has still been debated in different voices (Gomezelj & Mihalic, 2008) for it is a long term goal (WTO, 1992) that keeps developing over time (Inskeep, 1991), thus making defining the problem difficult (Cucculelli & Goffi, 2015). Later to the introduction of sustainable tourism, research studies focusing on sustainability-related issues proliferated in the tourism sector. However, considering the association of multiple industries to the tourism sector, understanding sustainability issues become complex (Saarinen, 2014; Byrd et. al, 2008).

In the tourism scenario, understanding sustainability issues and planning sustainable destination development is multifaceted due to the composite nature of the industry with multiple industries and industry players (stakeholders) coming together to form this industry. This composite nature further necessitates the need to look at the issue from the perspective of different stakeholders. Additionally, the interdependency of the stakeholders in a destination setting, further raises a need for stakeholders to integrate and work toward sustainability issues (Lee, 2001; Jog & Mekoth, 2017). However when understanding ‘sustainable tourism destination’, there is no standard way in which it is defined (Tepelus and Cordoba, 2005), and this stands true even till date.

The term sustainable tourism has been researched over the years in different tourism contexts and settings (Bramwell et. al, 2017). Later to the identification of the concept of sustainability and its implementation in diverse areas including tourism, several alternate forms of tourism was introduced that included practices that were more considerate towards the society and environment. Businesses proliferated under the titles such as ecotourism (Lee and Jan 2016), environmental tourism (Mihalic, 2000), wildlife tourism (Ballantyne et. al, 2011), nature-based tourism (Luo & Deng, 2008) etc. Such tourism forms gained momentum because of their focus to reduce the negative tourism impacts caused due to traditionally followed tourism practices (Budeanu, 2005). Researchers have contemplated that these different forms of tourism work on principles that are similar to sustainable tourism and hence fall under the same umbrella term (Ruhanen et. al, 2019).

Sustainable tourism studies, attempt to re-look at the societal systems and behaviour of the participants on an integrated path towards sustainable destination development (Mihalic, 2000). However, in reality, the discussion on the concept of sustainable tourism is still in a high-profile position in politics, development and planning debates and also in research

(Hall, 2019). Its focus lies around the appreciation of the destination and preventing further deterioration (Aguilo et al., 2005) focusing on social and environmental factors (Elkington, 1998). The destination managers aim to strike a balance between economic prosperity (economic development), environmental protection (environmental protection) and social equity (societal well-being) (Isaksson and Garvare (2003). These three aspects i.e. environmental, economic and social are referred to as triple bottom line aspects of sustainability. The three indicators of tourism sustainability can be significantly elaborated – environmental protection (protecting the location, over capacitating the resources, maintaining user intensity, waste management and critical ecological unit); social equity (societal impact, resident community satisfaction); economic development (tourist satisfaction and tourism contribution to the local economy) etc. (Dymond, 1997 & Darcy et. al, 2010).

When planning sustainable destination development, the requirement of a more responsible form of tourism was highly discussed much earlier (Krippendorf, 1987: 138–139). This is considering that the guideline on the implementation of responsible tourism is based on the commonly accepted aims of sustainable tourism (Farmaki et. al, 2014). Responsible tourism is an established area of study today (Bramwell et. al, 2008) and also, responsible tourism (RT) as a form of tourism has gained much popularity. The term ‘Responsible tourism management’ (RTM) is defined as managing the business in a way that benefits its local community, natural and business environment and itself. Also, Responsible tourism is defined by Goodwin et. al. (2012) ‘as a movement that aims to maximize the economic, environmental and social benefits, and minimize costs for the destinations’. The popularity of RT has been fuelled by the increasing pressure at international level in the tourism sector to address the issues of global warming, social inequality and diminishing natural resources.

In the tourism industry, it is difficult rather impossible to separate responsible tourism from sustainability. Like sustainability, responsible behaviour of stakeholders offers potential environmental, social and economic benefits by reducing the negative impacts of tourism activities at the destination (Hanafiah et. al., 2016). Environmentally responsible behaviour is repeatedly measured from the perspective of tourists (Lee & Moscardo, 2005; Orams, 1997; Puhakka, 2011) or residents (Su et. al, 2018; Cheng et. al, 2019; Neo et. al, 2017). Some studies, also address socially responsible behaviour of residents (Su et. al, 2018; Su et. al, 2017). In addition to this, some studies have assessed responsibility from tourism business perspective as corporate social responsibility (Henderson, 2007; Martínez & Del Bosque, 2013; Hatipoglu et. al, 2019 and some more). Most studies listed above were capable to measure responsible behaviour of a particular stakeholder (resident, tourist or tourism business). This limits the possibility to solve sustainability-related problems collaboratively (Ngo, Hales & Lohmann, 2019). As a solution to this, we propose a stakeholder responsible behaviour scale that can measure the responsible behaviour of multiple stakeholders' basis for a single measure. The proposed stakeholder responsible behaviour scale is a three-dimensional approach to measure responsibility encompassing environmental, economic and social responsibility. The relationship between responsibility and sustainability has simultaneously explained the basis of the triple bottom line (TBL Approach) (Mihalic, 2016).

Thus, by considering responsible tourism to be an antecedent of sustainable tourism, the triple bottom line aspects can be considered to understand responsibility. This is also supported by the findings of the study by Dyer et. al. (2007) who stated that to manage the impacts of tourism development there is a need to consider the three parameters of socio-cultural, economic and environmental aspects.

Responsible tourism is a consequence of tourism stakeholders taking responsibility for the consequences of their behaviour (Leslie, 2016). Responsible behaviour is guided by the sustainability principles and aims to make the destination more sustainable in the long run (Mihalic, 2016). Responsible behaviours embrace guidelines for stakeholders at tourism destination for long term destination development (Harrison and Husbands, 1996).

Like the sustainable tourism principles, responsible behaviour is expected to improve economic resilience, socio-cultural rigidity and ecological wellbeing in destination setting (Panitchpakdi, 2012; Simpson, 2001). Responsible behaviour proposes to curb the harmful effects of unplanned destination management and development (Shirotsuki et. al, 2010) and manage the impacts of tourism development and monitor stakeholder's actions (Dyer et. al, 2007; Eshliki & Kaboudi, 2012; Sheldon & Abenoja, 2001). Stakeholders have an important role to play in responsible destination management decisions.

1.1 Residents & Tourists responsibilities in tourism

Within any travel destination, residents and tourists are indefinitely linked. The two stakeholder groups encounter one another at a different point, making the relationship between destination stakeholders tricky (Hanafiah et. al, 2016). Residents and tourists share facilities and services within a destination which include purchasing from local stores and shops (Snepenger et al. 1998; Snepenger et al. 2003), using the available destination resources (Cohen, 2004; Sherlock, 2001), participating in cultural programs and festivals (Derrett, 2003) etc. The relationship between tourism destination and associated tourism stakeholders are sophisticated, and raise a few fundamental questions (Cooper & Shepherd, 1997). Questions majorly arise regarding the proportional sharing of resources among the two stakeholders (Jamal & Stronza, 2009). Basis the differential roles of tourists and residents in a destination setting, their perspective towards the destination development differs (Doğan, 1989; Yuksel

et. al, 2010) and similarly, their responsibilities may also differ. This is due to several reasons. Firstly, the role of the residents and tourists at the destination differ considerably. Secondly, the impact of the activities of two groups on the destination environment is considerably different (Peeters et. al, 2007) and similarly their responsibilities are different (Madrigal, 1995; Cooper & Ozdil, 1992). This is mainly because of the number of reasons. Primarily, the residents have a longer tenure of stay at the destination. Secondly, tourists are a source of economic benefits for a destination (Webster & Ivanov, 2014). The resources earned through tourism are diverted towards the tourism industry either for tourists' usage or industry's development. In such cases, the residents have to compromise, as when the resources are scarce and get diverted towards tourism-related requirement (Archer et. al, 2005). This is in addition to hosts being held responsible for the sustainability-related issues (Byrd, 2007).

Importance of residents' support for destination development is recognised much earlier (Sirakaya et. al, 2002). Tourists concern for the ethical practices and their responsible behaviour is also studied (Gao et al., 2016). Residents realised the necessity of responsible tourism practices as a solution to fighting pollution and inappropriate development (Hanafiah, et. al. 2014). Realising the importance, tourists and residents tend to act more responsibly on aspects that they are concerned about. Tourists can show their concern towards the destination in ways such as engaging in environmentally friendly practices, showing greater awareness, being sensitive to local customs and values, and contributing to the local economy by purchasing portions of local goods and services (Budeanu, 2007; Caruana et. al, 2014). Residents, on the other hand, can show concern by way of promoting more environmentally friendly tourism activities, being careful about not harming the destination environment through their tourism practices etc. (Mihalic, 2000). For both the stakeholders, there has been growing societal interest in the concept of responsible tourism,

a movement that endeavours to minimize any detrimental impacts associated with travel activities (Weeden, 2014).

1.2 Role of place attachment in responsible tourism

Individuals' emotional connectedness to places is researched in tourism setting for its dimensionality, effects and influence on tourists' perception of environmental and social conditions encountered on tour (Kyle et. al, 2004a; Lee & Shen, 2013). This emotional link between the individuals and place is known in 'psychology' as 'place attachment' (Gross & Brown, 2006; Gross & Brown, 2008; Hidalgo & Hernandez, 2001; Kyle et. al, 2003; Kyle et al., 2004b). This emotional link produces a sense of physically being and feeling 'in place' or 'at home' (Yuksel et. al, 2010, p. 275) and also affects their sense of trust and security (Tsai, 2012). In tourism, place attachment is analysed as a multifaceted concept, which is constituted of two to four interrelated components (Gross & Brown, 2006, 2008; Hwang et. al, 2005; Kyle et al., 2003, 2004; Ramkinssoon et. al, 2012; Tsai, 2012; Yuksel et al., 2010).

The origin of the concept of place attachment is accounted to the attachment theory (Bowlby, 1969; Bowlby, 1973; Bowlby, 1980), a leading and influential psychological theory that perceives attachment as a relatively steady personality trait. According to this theory, individuals possess a tendency to trust (or distrust) meaningful others, based on early childhood experiences. The component, place identity represents the identification of the tourist with a certain place or with its symbolic value (Gross & Brown, 2006, 2008; Hwang et al. 2005; Kyle et al, 2003, 2004; Ramkinssoon et al, 2012; Tsai, 2012; Yuksel et al, 2010). Another dimension, place dependence, describes how much a specific place meets the tourists' needs, and can be perceived as the functional attachment component (Gross & Brown, 2006, 2008; Hwang et al, 2005; Kyle et al, 2003, 2004; Ramkinssoon et al, 2012; Tsai, 2012; Yuksel et al, 2010). Some studies, however, refer to place attachment as a one-

dimensional or two-dimensional construct, either as a unified latent variable (Hwang et al., 2005; Ramkinsoon et al., 2012) or an observational construct (Prayag & Ryan, 2012). The two dimensions of place attachment were found to be significantly interrelated in previous studies (Gross & Brown, 2008; Kyle et al., 2003; Yuksel et al, 2010).

1.3 Destination Emotion in responsible tourism

Emotional experiences of tourists are associated with satisfaction and thus impact their behavioural intentions (Hosany & Gilbert, 2009). The emotions provide a different lens, and thus, based on emotional responses, the behaviours of tourists and residents in a destination setting may differ (Barsade & Gibson, 2007; Breitsohl & Garrod, 2016). Emotions thus have relational rather than personal meanings. The emotional feelings may help describe event or experiences to explain relationships (Tung & Ritchie, 2011). Thus, the emotions that are felt, narrate an event or experience that most times involve others. Particularly with stakeholders, emotions felt can impact the socio-political factors and such understanding demands for collaborative research settings by way of interactions (Beesley, 2005). Emotional aspects of the tourism experiences are examined by researchers (e.g., Hosany, 2012; Hosany and Gilbert, 2010) particularly relating to tourists' specific behavioural outcomes (Hosany et al, 2017). Although emotions are studied in a tourism context, empirical studies determining the role of emotional reactions to tourists' decisions at the destination are limited (Yuksel et. al, 2010)

Despite the relevance of emotion in tourism, empirical studies to determine emotional associations and the meaning tourists attach to destinations remains limited (Yuksel et. al, 2010). Russell & Snodgrass (1987) highlighted the connection between emotional aspects and behaviour as "behaviour may be influenced by the (estimated, perceived, or remembered) effective quality of an environment rather than by its objective properties (p.

246). The destination emotion scale (DES) is used to measure the diversity and intensity of tourists' emotional experiences towards destinations (Hosany and Gilbert, 2010). Some studies have together assessed the role of place attachment and destination emotion in tourism-related decisions (Hosany et. al, 2015).

1.4 Significance of the study

While tourism stakeholders need to act responsibly, it is evident from the previous studies that emotional and bonding related factors such as place attachment and destination emotion have a significant positive impact on the behaviour. To achieve destination sustainability, responsible behaviour among the stakeholders is considered a necessity. This study attempts to measure how the above-stated dimensions of place attachment and destination emotion impact stakeholder responsible behaviour basis three dimensions– environmentally responsible behaviour, socially responsible behaviour and economic responsible behaviour.

The triple bottom line approach is commonly applied to understanding sustainability issues in different areas including tourism. Responsible tourism is looked at as a solution to these sustainability issues and the negative impacts caused due to tourism activities. Considering the overarching impacts that the tourism activities have on the destinations environmental and social structure, an assessment of responsibilities basis the multiple dimensions can provide a better solution to the sustainability issues raised over time. This study attempts to assess the responsibility in tourism settings basis the same triple bottom line aspects of economic, environmental and social responsibility.

In addition to understanding the impact of place attachment and destination emotion on the three dimensions of stakeholder responsible behaviour, the effect of environmental attitude on the relationship between the constructs place attachment and destination emotion on stakeholder responsible behaviour is assessed. It is expected that there will be significant

difference in the way different stakeholders perceive responsibility based on their environmental attitude (Haywood, 1988). Also, the environmental attitude can have a significant impact on the way the factors place attachment and destination emotion affect the dimensions of responsible behaviour. This research is sought to answer the above-proposed investigations.

1.5 The Model and the hypothesis

To address the research question, we propose the following study model. In figure 1 below, the relationship between place attachment and stakeholder responsible behaviour is presented (Fig 1). In the next figure, the relationship between place attachment and stakeholder responsible behaviour and the mediating role of environmental attitude is presented (Figure 1A). In Figure 1B, the relationship between place attachment and stakeholder responsible behaviour moderated by stakeholder type is presented (Figure 1B). Figure 1C presents the relationship between the dimensions of place attachment and stakeholder responsible behaviour (Figure 1C).



Fig 1.1: Place attachment and stakeholder responsible behaviour

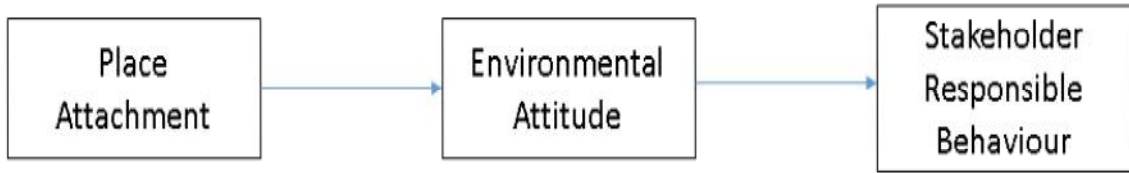


Fig 1.1A: Place attachment and stakeholder responsible behaviour mediated by environmental attitude

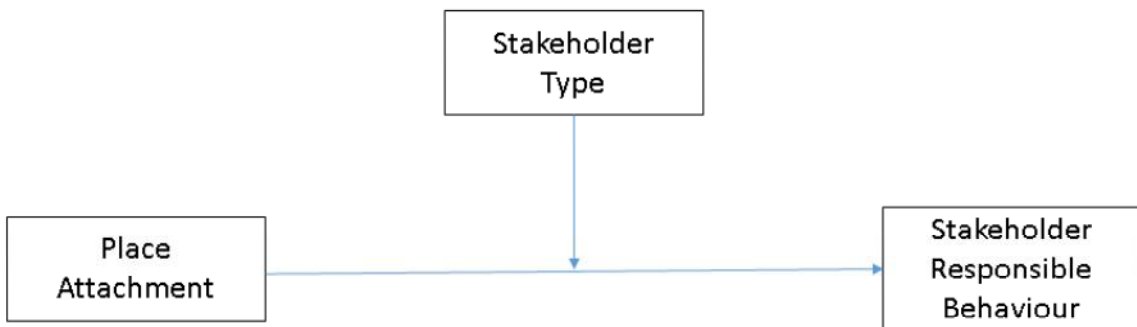


Fig 1.1B: Place attachment and stakeholder responsible behaviour moderated by stakeholder type

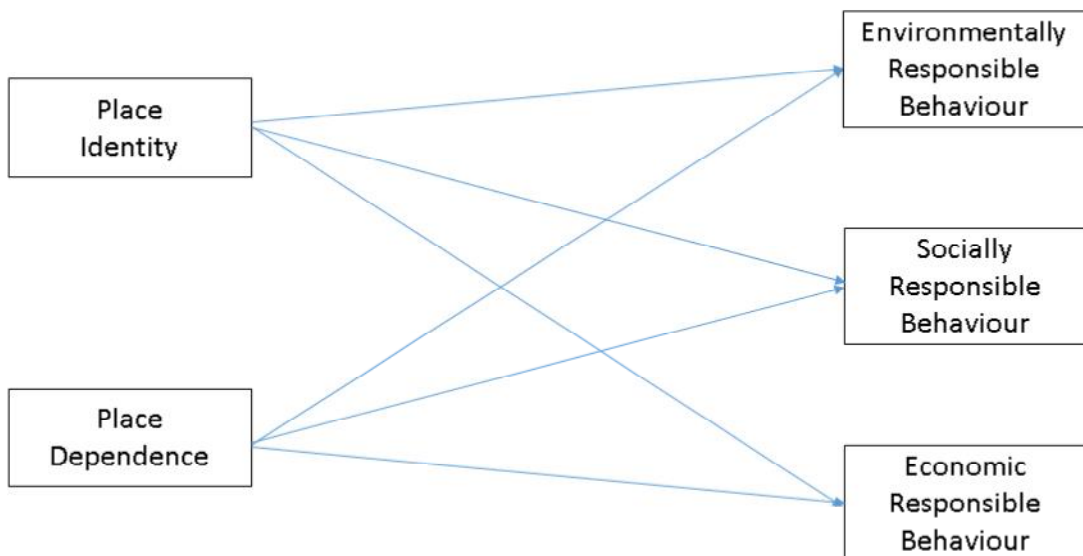


Fig 1.1C: Dimensions of place attachment and stakeholder responsible behaviour

In figure 2 below, the relationship between destination emotion and stakeholder responsible behaviour is presented (Fig 2). In the next figure, the relationship between destination emotion and stakeholder responsible behaviour and the mediating role of environmental attitude is presented (Figure 2A). In Figure 2B, the relationship between destination emotion and stakeholder responsible behaviour moderated by stakeholder type is presented (Figure 2B). Figure 2C presents the relationship between the dimensions of the destination emotion and stakeholder responsible behaviour (Figure 1C).



Fig 1.2: Destination emotion and stakeholder responsible behaviour



Fig 1.2A: Destination emotion and stakeholder responsible behaviour mediated by environmental attitude

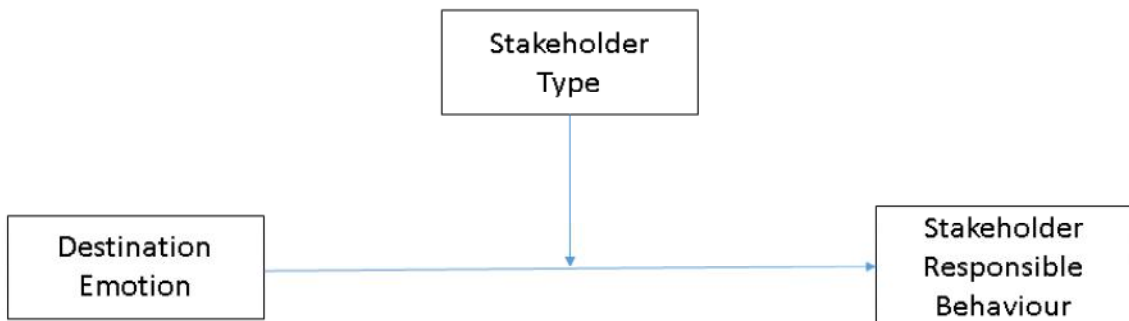


Fig 1.2B: Destination emotion and stakeholder responsible behaviour moderated by stakeholder type

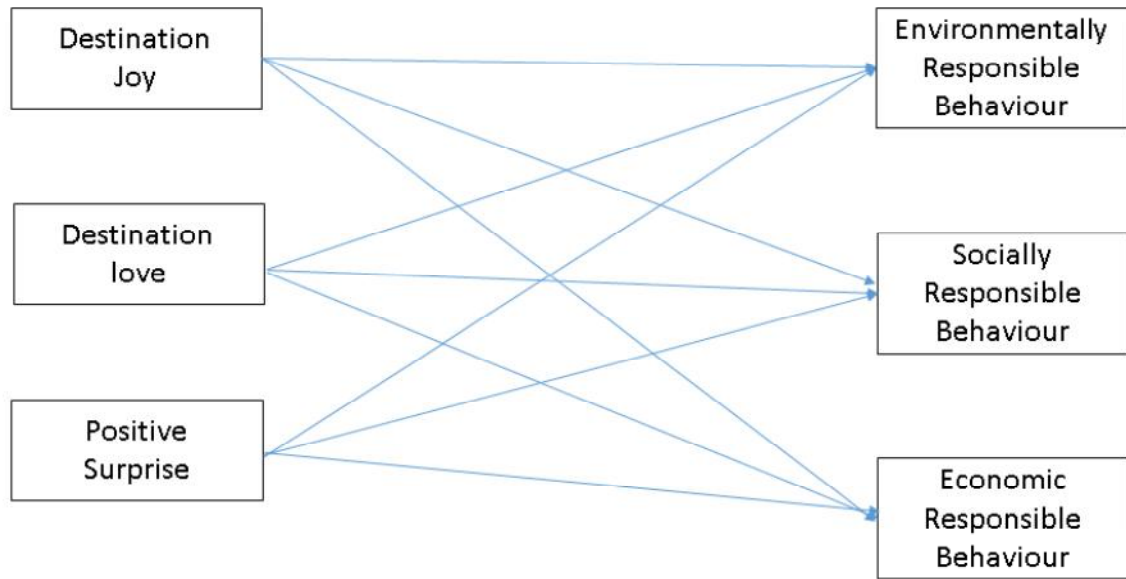


Fig 1.2C: Dimensions of destination emotion and stakeholder responsible behaviour

The hypothesis, developed further, as the thesis proceeds are as follows:

H1: Place attachment has a significant positive impact on stakeholder responsible behaviour

H1a: Place identity has a significant positive impact on Environmentally Responsible Behavior

H1b: Place dependence has a significant positive impact on Environmentally Responsible Behavior

H1c: Place identity has a significant positive impact on Socially Responsible Behavior

H1d: Place dependence has a significant positive impact on Socially Responsible Behavior

H1e: Place identity has a significant positive impact on Economic Responsible Behavior

H1f: Place dependence has a significant positive impact on Economic Responsible Behavior

H2: Destination Emotion has a significant positive impact on stakeholder responsible behaviour

H2a: Destination Joy has a significant positive impact on Environmentally Responsible Behavior

H2b: Destination Joy has a significant positive impact on Socially Responsible Behavior

H2c: Destination Joy has a significant positive impact on Economic Responsible Behavior

H2d: Destination Love has a significant positive impact on Environmentally Responsible Behavior

H2e: Destination Love has a significant positive impact on Socially Responsible Behavior

H2f: Destination Love has a significant positive impact on Economic Responsible Behavior

H2g: Positive Surprise has a significant positive impact on Environmentally Responsible Behavior

H2h: Positive Surprise has a significant positive impact on Socially Responsible Behavior

H2i: Positive Surprise has a significant positive impact on Economic Responsible Behavior

H3: The relationship between the dimensions of place attachment and stakeholder responsible behaviour is mediated by environmental attitude

H3a: The relationship between place identity and environmentally responsible behaviour is mediated by environmental attitude

H3b: The relationship between place dependence and environmentally responsible behaviour is mediated by environmental attitude

H3c: The relationship between place identity and socially responsible behaviour is mediated by environmental attitude

H3d: The relationship between place dependence and socially responsible behaviour is mediated by environmental attitude

H3e: The relationship between place identity and economic responsible behaviour is mediated by environmental attitude

H3f: The relationship between place dependence and economic responsible behaviour is mediated by environmental attitude

H4: The relationship between the dimensions of destination emotion and stakeholder responsible behaviour is mediated by environmental attitude

H4a: The relationship between destination joy and environmentally responsible behaviour is mediated by environmental attitude

H4b: The relationship between destination love and environmentally responsible behaviour is mediated by environmental attitude

H4c: The relationship between positive surprise and environmentally responsible behaviour is mediated by environmental attitude

H4d: The relationship between destination joy and socially responsible behaviour is mediated by environmental attitude

H4e: The relationship between destination love and socially responsible behaviour is mediated by environmental attitude

H4f: The relationship between positive surprise and socially responsible behaviour is mediated by environmental attitude

H4g: The relationship between destination joy and economic responsible behaviour is mediated by environmental attitude

H4h: The relationship between destination love and economic responsible behaviour is mediated by environmental attitude

H4i: The relationship between positive surprise and economic responsible behaviour is mediated by environmental attitude

H5: The relationship between the dimensions of place attachment and stakeholder responsible behaviour is moderated by stakeholder type.

H5a: The relationship between place identity and environmentally responsible behaviour is moderated by stakeholder type.

H5b: The relationship between place dependence and environmentally responsible behaviour is moderated by stakeholder type.

H5c: The relationship between place identity and socially responsible behaviour is moderated by stakeholder type.

H5d: The relationship between place dependence and socially responsible behaviour is moderated by stakeholder type.

H5e: The relationship between place identity and economic responsible behaviour is moderated by stakeholder type.

H5f: The relationship between place dependence and economic responsible behaviour is moderated by stakeholder type.

H6: The relationship between the dimensions of destination emotion and stakeholder responsible behaviour is moderated by stakeholder type.

H6a: The relationship between destination joy and environmentally responsible behaviour is moderated by stakeholder type.

H6b: The relationship between destination love and environmentally responsible behaviour is moderated by stakeholder type.

H6c: The relationship between positive surprise and environmentally responsible behaviour is moderated by stakeholder type.

H6d: The relationship between destination joy and socially responsible behaviour is moderated by stakeholder type.

H6e: The relationship between destination love and socially responsible behaviour is moderated by stakeholder type.

H6f: The relationship between positive surprise and socially responsible behaviour is moderated by stakeholder type.

H6g: The relationship between destination joy and economic responsible behaviour is moderated by stakeholder type.

H6h: The relationship between destination love and economic responsible behaviour is moderated by stakeholder type.

H6i: The relationship between positive surprise and economic responsible behaviour is moderated by stakeholder type.

1.6 Research Plan

Testing the model requires that we measure the place attachment, destination emotion and stakeholder responsible behaviour. Stakeholder responsible behaviour is domain-specific. The researcher did not find a scale that helps one to measure stakeholder responsible behaviour. Therefore, a scale needed to be developed to measure stakeholder responsible behaviour in the tourism domain. Mihalic (2016) highlighted the necessity to measure responsibility basis the triple bottom line principles of sustainability through a theoretical underpinning. A scale has been developed to measure 'stakeholder responsible behaviour' basis the three responsibility parameters – environmental, economic and social responsibility. The proposed scale was tested with data and modified as per requirement highlighted through data validation procedures and testing.

There is much research in the area of responsible tourism. A study by Lee & Oh (2018), have assessed the impact of place attachment on environmentally responsible behaviour. Beesley (2005) in the study on the emotions in tourism, assessed the role of emotions felt in the tourism destination setting. In the current study, the impact of place attachment and destination emotion on the three responsibility dimensions are tested. The model was then tested using SEM to evaluate the hypothesis.

1.7 Data Collection & Participants

The data collection process is common across the three constructs. Hence it is explained at the beginning. The questionnaire is sought to measure the constructs of place attachment, destination emotion and stakeholder responsible behaviour.

Since the canvas of research was stakeholders at a destination, the questionnaire qualified tourists and residents as two stakeholder groups. Thus, tourists and residents were asked to fill the questionnaire. The questionnaire (Annexure 11) addressed the respondents thus

Dear Respondent,

I am currently pursuing a PhD at Goa University, focusing on Stakeholder responsibilities for sustainability and support for tourism. The purpose of our study is to learn more about the stakeholder concerns for sustainability that influence their responsible behaviour. Your opinion on sustainability concern and responsible behaviour is critical to the success of our study. We recognize the value of your time, and sincerely appreciate your efforts on our behalf. Individual responses are anonymous and all the data will be held in confidence. Please take a few minutes to complete this survey.

Thank you for your time.

Sincerely,

Deepti Jog

(Doctoral Research candidate in Services marketing & Sustainability, Goa University's Department of Management Studies)

1.8 Data Collection

Shah (2012) has listed the recommendations of various authors regarding the sample size required. Sample size measures the number of individual samples measured or observations used in a survey or experiment. Since the study considered multiple stakeholders in the

tourism context, it was necessary to understand the required sample size for the analysis.

Below table provides some of the recommendations to evaluate the sample size.

Table 1.1: Recommendations on the Sample size

Author	Recommendation
Guilford (1954, p. 533)	N should be at least 200 cases [Rule of 200]
Lawley and Maxwell (1971)	To support chi-square testing, they suggested 51 more cases than the number of variables [Significance Rule]
Cattell (1978)	Subject to Variable ratio of 3:1 to 6:1 is acceptable if the lower limit of variable-to-factor ratio is 3 to 6. But Minimum required N is 250 [Rule of 250]
Gorsuch (1983) and Kline (1979, p. 40)	Sample size should be at least 100. Even if the number of variables is less than 20, the sample size should not be less than 100 [Rule of 100]
Comrey and Lee (1992)	He thought that sample size of 100, 200, 300, 500, 1000 or above are poor, fair, good, very good, excellent, respectively. They urged to get 500 or more sample size whenever possible [Rule of 500]
Hatcher (1994)	Sample size should be larger of 5 times the number of variables or 100
Hair, Anderson, Tatham, and Black (1995)	The sample size should be 20 times the number of variables (Ratio of 20:1)
Bryant and Yarnold (1995)	The subject-to-variable ratio should not be lower than 5 [Rule of 5]
Hutcheson and Sofroniou (1999)	Recommended 150 to 300 cases. When there are few highly correlated variables it should be around 150. [Rule of 150]
Norušis (2005)	There should be at least 300 cases [Rule of 300]
David Garson (2008)	There should be at least 10 cases for each item in the instrument being used [Rule of 10]

Costello and Osborne (2005), have reported that about 64 % of the studies they surveyed used a subject-to-variable (ratio) of 10:1. Schreiber et al (2006) state that the most adopted STV ratio is 10: 1. Hatcher (1994) contended that Sample size should be larger of 5 times the number of variables or 100. These were used as references to decide the sample size.

The questionnaire was administered using google form and as a printed form. A total of 650 respondents were contacted for the survey. After omitting the incomplete forms from the responses, the total accepted sample size was 450. A total of 247 residents & 203 tourists' responses were received. For gathering data from tourists, printed forms were administered to tourists visiting Goa from October 2019 to March 2019. Purposive sampling technique was applied for collecting this data. For collecting data from residents of Goa, the google docs' link was sent to friends, family members. They shared the link of the google form to their known people. Thus, convenience and snowballing sampling methods were used. The survey was conducted among the Indian population. The majority of respondents were from Goa considering the higher number of resident responses, which is quite natural as Goa was the starting point for the survey.

1.9 Demographic classification of the respondents:

The demographic classification of the respondent population is provided in the table below
Population classification based on education, gender, marital status & age-based classification is provided in detail

Table 1.2 : Demographic classification of the respondents

Table 1.2		
Classification	Details	Numbers
Educational Qualification	Less than SSC	1
	SSC	2
	HSC	13
	Graduates	170
	Masters and Above	265
Gender Classification	Female	201
	Male	249
Marital Status	Married	341
	Unmarried	109
Age	21-30	120
	31-40	258
	41-50	44
	51-60	23
	61-65	5

1.10 Organization of Chapters

This first chapter describes the research questions being explored, and briefly introduce the constructs of stakeholder responsible behaviour and research contributions. Chapter two presents a more systematic discussion of the pieces of literature used in the development of the stakeholder responsible behaviour conceptual framework. Chapter 3 presents the qualitative section to explore the dimensions of stakeholder responsible behaviour. Next, chapter four and five deals with a conceptual model relating the antecedents and consequences of stakeholder responsible behaviour and the relationships among constructs are formally hypothesized. Chapter six presents the model evaluation and hypothesis testing and Chapter Seven discusses the implications of the findings, followed by limitations of the study, and directions for future research.

Chapter 2

LITERATURE REVIEW

In this chapter, a brief review of the literature on responsible behaviour in the area of sustainable and responsible tourism is presented. In the initial section, the literature on stakeholder responsible behaviour from psychology, management and sociology is analyzed. Subsequently, the extant literature on tourism stakeholders and their responsibilities is reviewed to build a theoretical base. In the end, the relation between the tourists and residents as broad tourism stakeholders and the differences among their behaviour is brought forward.

2.1 Triple bottom line (TBL) approach to Sustainable tourism

TBL is a term used to describe the economic, social, and environmental accountability of a tourism firm (Stoddard et. al, 2012). The increased awareness of sustainability issues have raised the need to focus on tackling them on priority. The current literature calls for a rethinking of the sustainability curriculum (McKercher et al., 2012). The application of the triple bottom line approach to sustainability is addressed in the literature basis the broader context of different stakeholders in the market and the society (Bohdanowicz et al., 2005; Hassan, 2000; Willard, 2002).

Manning and Dougherty (1995) further clarified the relationship between the TBL and sustainable development as "the use of natural resources to support economic activity without compromising the environment's carrying capacity, which is its ability to continue producing those economic goods and services" (p. 30). The TBL framework can be implemented by organizations to assess the degree to which their operations are sustainable (Stoddard et. al, 2012).

2.2 Responsible Behavior (Tourism)

Tourism theory has long recognized the importance of environmental quality for sustainable management of the destination (Mihalic, 2000). This includes assessing and controlling the environmental impacts and also investments in the environmental protection and reinstating of an already degraded environment (Mihalic, 2000). Studies have reported many negative environmental impacts such as poor waste disposal practices and degradation of beach conditions caused by uncontrolled number of visits (Lee and Oh, 2018), the global threat of climate change (Frey & George, 2010), increased crime rates and increased property taxes (Byrd et.al, 2009). Social impacts also are significantly visible over time. Cultural amalgamations and influences on the society have started to hurt the sentiments of the residents and more social impacts are showing up over the benefits that the destination earns through tourism-related activities. It is high time that the destination authorities understand their responsibility for sustainable destination development. However, it needs to be elucidated whether responsible management of the destination is the responsibility of tourism destination authorities alone. Some cases highlight issues due to negative environmental impacts and environmental degradation that are underlined in the existing literature (Roggenbuck et. al, 1993). Damage to vegetation and trees is seen to diminish visitors' recreation experience (Shafer and Hammit; 1995 and White et. al; 2008). Realizing the importance of their participation, some studies have started to assess stakeholders' responsibilities in sustainable destination development. Responsible tourism (or 'sustainable', 'eco' or 'ethical' tourism) thus became established as a viable market segment wherein a distinctive set of attitudes and behavioural dispositions were defined for stakeholders (e.g. Dolnicar & Leisch, 2008).

Swarbrooke (1999) indicated that sustainable tourism can be divided into three main dimensions – economic, environmental and social. Based on this, the sustainable behaviours of tourism participants have also been assessed basis these three parameters that are commonly called as three pillars of sustainability (Eagles and McCool, 2002). Sustainability is seen as difficult to measure and operationalize (Murphy and Price, 2005) for it is the desired state for a destination to achieve. This difficulty in the measurement of the impact of sustainability practices makes sustainable tourism development problematic (Dirven et al, 2002). This leads to a lack in clarity of understanding the sustainability initiatives (Wijk et al, 2001) and further complicate the understanding of developmental actions to the participating stakeholders. In such a scenario, the responsible behaviour of tourism participants was given prominence by way of responsible behaviour (Minton and Rose, 1997, Webster, 1975).

It has been realized by the tourism marketers that taking care of the destination's negative impacts are necessary for better destination management. For this reason, several projects have been developed and marketed under the heading of sustainability, ecotourism and other green labels and trademarks. (Mihalic, 2000). However, all stakeholders may not support the responsible initiatives by destination managers equally. Hence, an understanding of sustainability issues among stakeholders is expected to lead them to behave more responsibly towards destination social and environmental components. The adoption of responsible tourism as an umbrella term for a wide range of social responsibility practices by industry actors and tourists themselves is by now fairly well established. This concept of responsible tourism emerged as a response to concerns regarding the impacts of mass tourism development as long as in 1992 by Wheeler to distinguish 'alternative' forms of tourism. Responsible stakeholders are distinguished by sharing an increased level of concern for a range of social, environmental and ethical issues, and are commonly termed as

ecologically and socially 'conscious' stakeholders. Tourists can act responsibly at destinations in some ways by engaging in environmentally friendly practices, showing greater awareness and sensitivity to local customs and values or purchasing a greater portion of local goods and services (Budeanu, 2007; Caruana et. al, 2014). As Caruana and Crane (2008) have demonstrated, such constructions of responsible tourism by industry actors help define the meaning and possibilities for responsible tourism among consumers. However, not all tourists want to adhere to responsible practices due to a lack of motivation to alter tourism plans and activities (Dodds et. al, 2010; Juvan & Dolnicar, 2014; Puhakka, 2011). The 2002 Cape Town declaration characterizes responsible tourism in terms of (i) minimizing impacts; (ii) generating economic benefits for host communities; (iii) involving local people in decision making; (iv) conserving natural and cultural heritage; (v) providing meaningful connections between tourists and local people; and (vi) being accessible and culturally sensitive (World Tourism Market Responsible Tourism, 2013). The major focus of the Cape Town declaration primarily lies on understanding and later minimizing the impacts of tourism activities on destination environment, cultural heritage, society at large and all the stakeholders involved. The table below enlists the tourism impacts related studies in the extant literature.

Below table lists down the number of studies of tourist assessing impacts

Table 2.1 : Tourism impact studies

Economic impacts
Aguilo et al., 2004; Akis et al., 1996; Almeida et al., 2015; Andereck & Nyaupane, 2011; Andereck & Vogt, 2000; Andereck et al., 2005; Andriotis & Vaughan, 2003; Belisle & Hoy, 1980; Besculides et al., 2002; Bestard & Nadal, 2007; Chen, 2000; Diedrich & García, 2009; Dyer et al., 2007; Gursoy et al., 2002; Haralambopoulos & Pizam, 1996;

Horn & Simmons, 2002; Johnson et al., 1994; King et al., 1993; Korca, 1996; Lankford, 1994; Lindberg & Johnson, 1997; Liu & Var, 1986; Liu et al., 1987; Madrigal, 1993; Mason & Cheyne, 2000; McGehee & Andereck, 2004; Milman & Pizam, 1988; Nunkoo & Gursoy, 2012; Perdue et al., 1990; Ritchie, 1988; Saveriades, 2000; Sheldon & Var, 1984; Var, Kendall, & Tarakcioglu, 1985; Yoon et al., 1999

Socio-cultural impacts

Aguilo et al., 2005; Akis et al., 1996; Almeida et al., 2015; Andereck & Vogt, 2000; Andereck et al., 2005; Belisle & Hoy, 1980; Besculides et al., 2002; Brunt & Courtney, 1999; Bujosa & Rossello, 2007; Chen, 2000; Diedrich & García, 2009; Dyer et al., 2007; Gursoy et al., 2002; Haralambopoulos & Pizam, 1996; Johnson et al., 1994; King et al., 1993; Korca, 1996; Lankford, 1994; Lindberg & Johnson, 1997; Liu & Var, 1986; Liu et al., 1987; Long et al., 1990; Mason & Cheyne, 2000; McGehee & Andereck, 2004; Milman & Pizam, 1988; Oviedo et al., 2008; Perdue, Long, & Allen, 1987; Perdue et al., 1990; Saveriades, 2000; Sheldon & Abenoja, 2001; Sheldon & Var, 1984; Snaith & Haley, 1999; Var et al., 1985; Yoon et al., 1999

Environmental impacts

Akis et al., 1996; Aguilo et al., 2004; Almeida et al., 2015; Andereck & Nyaupane, 2011; Andereck et al., 2005; Brunt & Courtney, 1999; Bujosa & Rossello, 2007; Dyer et al., 2007; Haralambopoulos & Pizam, 1996; Johnson et al., 1994; Jurowski & Gursoy, 2004; Ko & Stewart, 2002; Korca, 1996; Kuvan & Akan, 2005; Lankford, 1994; Liu & Var, 1986; Liu et al., 1987; Mason & Cheyne, 2000; McGehee & Andereck, 2004; Oviedo et al., 2008; Perdue et al., 1987; Sheldon & Abenoja, 2001; Snaith & Haley, 1999; Teye et al., 2002; Yoon et al., 1999

Source: F. Almeida-Garcia et al, 2016

Understanding the impacts necessitates the need to reduce them over time. Although, the stakeholders play a significant role in responsible tourism scenario, there is a significant difference in their interactions occur with the destination. Different stakeholders in a tourism destination setting do not embrace every responsible tourism practice equally (Del Chiappa et. al, 2016). Due to different benefits that stakeholders expect from their tourism encounter, they place a different priority on each type of responsibility representing economic, socio-cultural and environmental aspects (Stanford, 2008; Weeden, 2011). Tourism experts have prompted the requirement of an enhanced participatory framework for multiple stakeholder groups when planning responsible tourism (Haywood, 1988).

Considering such planning requirements, researchers have further contemplated that 'Responsible tourism is not a form of tourism and includes a set of responsible guidelines that if adhered to help destinations minimize negative environmental, social and cultural impacts and generates greater benefits for local people' (Gao et al., 2017; Hedlund et. al, 2012; Hudson & Miller, 2005). Although responsible tourism shares features that are common with 'sustainable tourism', 'eco-tourism', 'ethical tourism' and other related forms of socially conscious tourism practices, the title of 'responsible tourism' is by far the most favoured industry term. Responsibility issues although are not robustly studied in the literature, the construct is differently studied in responsibility studies (e.g. Caruana & Crane, 2008, 2011; Frey & George, 2010) focusing residents (Mathew & Sreejesh, 2017) and tourists (Caruana & Crane, 2008, 2011; Frey and George, 2010). Wheeler (1990), for instance, identified that the concept of responsible tourism emerged in response to concerns regarding the impacts of mass tourism development, and to distinguish 'alternative' forms of tourism.

Responsible tourism is a form of tourism that is characterized by its ability to minimize all harmful impacts of tourism (Gao et. al, 2017; Stanford, 2008). Responsible tourism-related studies frame responsibility around individual consumer behaviours such as salient consumer attitudes that help shape the preference of responsible tourists (Kridler et al, 2010). Responsible tourism (or 'sustainable', 'eco' or 'ethical' tourism) thus became established as a viable market segment with a distinctive set of attitudes and behavioural dispositions (e.g. Dolnicar & Leisch, 2008). Responsible tourism came about as a reaction to destructive and exploitative practices observed as international tourism expanded into developing countries. Tourists and residents being major stakeholders in the destination scenario, most studies have tended to focus on either resident community, who are the producers of tourism services or tourists who are the consumers of tourism services making responsible tourism a well-established area of tourism research and practice.

Responsible tourism literature enlisted in the section above highlight some tourists as well as residents' responsibilities on grounds of environmental, social or economic impacts. Also, the impact assessment provided in the table (Table 2.1) establishes a robust base as to how responsible behaviours can help minimize such impacts in the long run. Basis of this understanding, we propose the necessity to evaluate responsibility basis the triple bottom line approach of sustainability.

2.2.1 The environmental dimension of Responsibility

Destination environment forms an important component in the entire destination setting. In tourism destination scenario, the term environment refers to the physical environment including the natural and manmade components (Mihalic, 2000). Realizing this fact, many studies focus on assessing the role of environmental responsibility of stakeholders (Chang and Wu, 2015; Imran et. al, 2014; Lee et. al, 2013). Environmental quality of a destination

is a prevailing issue in making the travel-related decision; for being a competitiveness factor among different tourist destinations with varying environmental quality (Mihalic 2000). Environmentally responsible behaviour can be defined as a characteristic of individuals who are knowledgeable and concerned about the environment and will, therefore, engage in behaviour that would avoid damage to the environment (Iwata, 2001; Mobley et. al, 2010). In many cases competition among the tourism firms manddtes the requirement to incorporate the environmental objectives and practice into the attitudes, management strategies and methods. e.g. to prevent a decrease in sales and prices, revenues and profits. (Mihalic, 2000).

When considering environmental responsibility, the destination aspects such as beautiful scenery, natural hydrologic structures, clean water, fresh air and species diversity need to be taken into consideration (Mihalic, 2000). It is unrealistic to expect for the environmentally less attractive destinations (lower environmental quality) to remain competitive by decreasing the prices in the long run (Mihalic, 2000). In many cases, increased usage of resources and increased levels of pollution are some of the major causes of destruction of destination environment quality (Butler, 1996). If the environmental objectives and practices are incorporated into the current attitudes the destination remains competitive in the tourism market. Increased sensitivity towards social and environmental problems is also reported due to the length of stay of visitors. Visitors' perceptions of environmental and social conditions are necessary to inform sound environmental management (White et. al, 2008).

2.2.2 The social dimension of Responsibility

Social responsibility in a destination setting is an umbrella term for a wide range of social responsibility practices by industry actors and tourists themselves and is by now fairly well established (Dwyer et al., 2003). Social responsibility includes, steps taken to improve the wellbeing of the destination residents in the long term (Bahar & Kozak, 2007; Inskeep, 1991,

p. 339). Alos, social impacts, paramount of which was social dislocation has become a serious concern in many destinations. Residents are no longer able to enjoy traditional access rights to the places of visit such as beaches, religious attractions (Muangasame & McKercher, 2015).

Social responsibility dimension has also been extensively looked at from the perspective of CSR policies of organizations (Bray, Johns, & Kilburn, 2011). CSR being a mandatory aspect for organizations, a lot of studies highlight the nature and aspect of corporate social responsibility. In tourism scenario, the studies majorly focus on the social responsibility of the destination managers (Frey & George, 2010) and some limited number of studies consider the social responsibility of tourists (Snyder et.al, 2011). Few other studies have assessed the importance of social responsibility of destination in tourism setting (Su and Swanson, 2017). Certain study findings support the fact that the environmentally responsible behaviour of visitors is dependent on the destination social responsibility (Su et. al, 2018). The environmentally responsible behaviour of visitors is impacted by socially responsible practices of the destination (Su and Swanson, 2017 & Su et. al, 2018). Kyle et. al (2004a) assessed that length of tourists visits increased the sensitivity to social and environmental problems. Also, when taking into consideration the environmental responsibility aspects, it is important to take note of the social conditions in the tourism settings (White et. al, 2008). Social conditions are assessed in the studies with the objective conditions they encounter and also components such as visitors' prior experience, expectations, motives, setting preferences, environmental value orientation, and level of place attachment (White et. al, 2008).

2.2.3 The economic dimension of responsibility

Often, destination managers find it difficult to strike a balance between reaping the tourism benefits and mitigating the costs that come with it. Economic responsibility refers to the economic compromises of the stakeholders towards sustainable destination development. The income thus generated, can aid in providing benefits to the residents and help reduce the negative economic impacts (Su et al., 2016). Thus, this will aid in destination's developmental decisions such as creating wellbeing for local people to improving the work conditions and industry access.

2.3 Resident and tourists in tourism destination development

Responsible destination management is an output of combine involvement of the stakeholders in a destination setting (Byrd et. al, 2008). The stakeholder responsibilities for sustainable development of a tourist destination has been debated extensively in several research studies in the area of responsible tourism (Farmaki et. al, 2014). Successful tourism development should involve multiple stakeholders (Muangasame & McKerracher, 2014). For involvement of the stakeholders at any level, to be meaningful and successful in tourism planning, the stakeholders must understand the concepts and issues being discussed (Farrell & Twining-Ward, 2004; Faulkner, 1999). Every stakeholder has a different role in the destination scenario. Thus, Stakeholder involvement is a critical part of sustainable tourism development (Byrd et. al. 2008).

For successful destination development, the stakeholders must participate in developmental activities (Wahab & Pigram, 1998). The broad conceptualization of stakeholders is identified as tourists and residents. Tourists placed at the centre of responsible tourism debate give a better understanding of the tourism destination setting. Krippendorf

recognized that tourists were becoming more complex in their needs and that the industry would have to adopt more 'environmentally-orientated and socially responsible' (1987: 174) marketing practices to maintain satisfaction levels into the future for a more demanding and segmented market. Residents are looked from the perspective of providers of tourism services for two reasons. Firstly, the residents are involved in multiple tourism businesses directly or indirectly (Wilson et. al, 2001). Secondly, the destination as a whole is dependent on the economic benefits earned by the state, and residents indirectly benefit from it. Considering tourism to be a leisure activity for tourists, the influence of the moral norms may be limited. This is because leisure being a primary motive of tourists, aspects such as sustainability become of secondary importance. Also, for tourists, tourism activities happen in the places that are unfamiliar to them (Zhang and Wang, 2010) with very limited interaction with the service providers (Gao et al, 2017). Considering tourists being at the receiving end of the tourism services, studies assessing responsibilities of tourists are limited (Caruana et. al, 2014). It is expected that the marketers should reinforce a perspective of responsibility among the destination stakeholders and make responsible tourism products readily identifiable and easy to communicate to the market (d'Angella & Go, 2009). Although the readiness of the marketers towards sustainable development becomes an important component to push responsible behaviour, it is necessary to identify factors that promote such behaviour among the stakeholders and reinforce them to co-operate (Waligo et. al, 2013). It is interesting to know about the consequences of their tourism actions, and also whether the concerns lead to a more responsible behaviour (Budeanu, 2007; Goodwin & Francis, 2003; Miller, 2003).

Often, destination managers find it difficult to strike a balance between reaping the tourism benefits and mitigating the costs that come with it. To make matters worse, there are always allegations from specific stakeholders (e.g., government agencies) blaming other

stakeholders (e.g., local communities or tourists) for not being concerned about mitigating the negative impacts of tourism activities on the destination (Ross & Wall, 1999). The tourism stakeholders must come together and work towards such issues and tackle them positively. Continued efforts of multiple stakeholders in a responsible manner can bring in change and lead to a sustainable destination.

2.4 Place Attachment

Place attachment is commonly used to explain the relationship between people and place related setting in the existing tourism literature. The relation between people and places is believed to have formed basis emotions (Feelings), cognition (thoughts, knowledge and beliefs) and practices (including behaviours and actions). Individuals associated with a place can arouse a sense of place but may not necessarily develop an attachment. However, when people put themselves in the place setting and develop some belonging, they will be identified with the place. Existing measurements of place attachment include 'two dimensions', 'three dimensions', 'four dimensions' and 'five dimensions'. Among them, "two dimensional" scale, which includes place identity and place dependence, is widely accepted in the research fields of both environmental psychology and tourism management (Kyle et. al, 2005; Williams & Vaske, 2003; Yuksel et. al, 2010).

The two dimensions place identity and place dependence complement each other well and provide an interesting perspective to place attachment understanding. Place identity strongly contributes to place attachment and refers to individuals attachment to particular settings and connects the place to one's identity and contains both cognitive and affective elements (Gross & Brown, 2006; Proshansky et. al, 1983). Place dependence, on the other hand, is described as visitors' fundamental attachment to place concerning their awareness regarding social and physical resources availability to suit their specific needs. Place attachment is thus considered

for specifying specific functional needs that are associated with unique qualities of a place (Bricker & Kerstetter, 2000; Kyle et. al, 2004; Stokols & Shumaker, 1981; Williams et. al, 1992).

2.5 Destination Emotion

Individuals and groups associate spatial meaning to place, particularly from the social psychology perspective. (Zhang & Wang, 2019). Emotions have a dominant role to play in defining a memorable experience (Tung and Ritchie, 2011). At tourist attractions, a specific value is attached to people-place interactions thus leading to people forming positive emotional attachments with the place of visit (Ramkissoon et. al, 2012). Destination emotion is an important concept of environmental psychology that represents an emotional bond and psychological identity between individuals and specific environments (Su et. al, 2019). Emotions have an imperative role to play in the field of tourism and marketing (Lee et. al, 2008). Emotions are depicted as “affective states characterized by episodes of intense feelings that are linked with a specific referent such as a person, an object, or an event” (Cohen & Areni, 1991).

The Destination Emotion Scale (DES) designed by Hosany and Gilbert (2010) since they realised that the emotion scales from psychology inadequately reflected the complexities of positive emotions (Fredrickson, 1998; Cohen & Areni, 1991). For these reasons, Hosany and Gilbert (2010) created a DES representing three emotional dimensions (joy, love, and positive surprise) and the same is used in the current study to evaluate emotions.

2.6 Theories applicable

2.6.1 Stakeholder Theory

The stakeholder theory, pioneered by Freeman (1984), suggests that an organization is characterized by its relationships with various groups and individuals, including employees, customers, suppliers, governments, and members of the communities. According to Freeman, a stakeholder in an organization is (by definition) any group or individual who can affect or is affected by the achievement of the organization's objectives (1984:46). According to Freeman (1984), the stakeholder theory identifies the generation of value as a central driver of the enterprise, but it also recognizes that this value is to be shared by a group of stakeholders that includes not only shareholders and managers but also all actors in society that may have an interest in how the firm operates. This implies that a group qualifies as a stakeholder basis their legitimate interest in aspects of the organization's activities (Donaldson and Preston 1995) and has either power to affect firm's performance or may have a stake in the firm. The stakeholder theory posits the issue of collaboration as a key factor for destination competitiveness (Gill & Williams, 1994; Selin & Beason, 1991). It is further enhanced basis the understanding of the necessity to involve public and private actors together towards the same goal (Bramwell & Lane, 2000; Pforr, 2006).

The stakeholder theory is “managerial” in the sense that it addresses how managers perform their duties, and it is intimately connected to the practice of business, of value creation and trade (Laplume et. al, 2008). According to Donaldson and Preston (1995), the theory can be examined from three different perspectives, namely, the descriptive, the instrumental and the normative perspectives. The descriptive perspective assumes an empirically oriented use of the theory to show how concepts correspond to reality. The instrumental perspective relates to the use of the theory to show the connection between stakeholder management and multi-dimensional corporate performance. Finally, the normative perspective is used to examine how stakeholders should behave and the motivations underlying their actions. The

interest in stakeholder theory started from the field of strategic management (e.g. Clarkson, 1995).

2.6.2 Attachment Theory

Bonding literature defines that members of a group are attached to individual members of the group (Ren et al., 2007). Place attachment theory highlights the emotional and affective nature of bonds between individuals and specific places (e.g. Hidalgo & Hernandez, 2001). Attachment theory has expanded over the last thirty years to include other social relationships between adults (Hazan & Shaver, 1994) and other social environments (Milligan, 1998; Wiles et. al, 2009) including one's neighbourhood (Brown et. al, 2003, Lewicka, 2010) and places (Kyle et.al, 2004a; Kyle et. al. 2004b; Garrod, 2008; Morgan, 2010).

Attachment to place is considered a fundamental human need (Relph, 1976). There is a considerable amount of research dedicated to defining what makes a place "meaningful" enough to place attachment to occur (Lewicka, 2011). The place attachment theory stipulates that interactions and bonds with a specific place are the sources of feelings of commitment, responsibility and management of the place (Relph, 1976; Tuan, 1977). Place attachment construct (William and Vaske, 2004) is derived from attachment theory and applied to understand how people are attached to places.

2.7 Research Gap

Responsible behaviour dimensions represent the three factors that are categorised basis the triple bottom line approach to sustainability. The three dimensions environmental, economic and social together encompass the overall destination responsibility that can provide solutions to destination sustainability issues in the long run. Considering the increasing

number of sustainability issues faced by the destinations, taking responsible measures is the feasible alternative. The stakeholder responsible behaviour based on the triple bottom line principles have not been extensively studied previously in the literature.

The involvement of all the stakeholder is considered important and is highly recognised in the responsible tourism literature. Although existing studies focus on responsible behaviour of tourists or residents, a single assessment measure to measure the responsible behaviour of multiple stakeholders remains un-addressed. Understanding of the stakeholder responsibilities basis the scale proposed in the current study can provide a platform for stakeholder to look at them in a cumulative manner. A single scale to measure the stakeholder responsibilities of multiple stakeholder groups can help stakeholders to come together and overcome sustainability-related issues in the long run.

Considering stakeholder responsible behaviour, the factors such as place attachment and emotions felt at the destination have an imperative role to play. Previous studied have assessed the role of these factors on environmentally responsible behaviour dimension. However, assessing the role of place attachment and destination emotion on social and economic dimension is a novel concept.

Chapter 3

MEASURING STAKEHOLDER RESPONSIBLE BEHAVIOUR

Responsible tourism emerged from the movement of sustainable tourism. For sustainable destination development, responsible tourism emerged as an action-based necessity. In the current study, responsible behaviour in tourism is discussed, and any attempt to connect it with sustainable tourism is made. In contrast to measuring only environmental sustainability in many cases, the social and economic aspect of the responsibility are far less understood. Stakeholders struggle to articulate their social and economic impacts and responsibilities. This study proposes that the triple bottom line approach to sustainability (environmental, economic and social) can be effectively applied to measure the responsibility of tourism stakeholders. Stakeholders in the tourism destination setting have an imperative role to play in responsible destination management.

3.1 Three dimensions of responsibility

The concept of the triple bottom line received much attention because it provided a multi-dimensional lens to look at sustainability issues (Dwyer, 2005). The concept of responsible development assumed prominence among academicians and practitioners in the mid-1980s. (RTD7 Conference: Responsible Tourism in Destinations. Barcelona e Catalunya, 2013). This understanding of responsible tourism initiated after the UN report (2013) on sustainable tourism titled 'Our Common Future' that defines sustainable development as 'meeting the need of the present generation without compromising the ability of future generations to meet their needs and aspirations'. Responsible tourism particularly is not referred to any form of tourism but is looked at as a set of responsible guidelines to be adhered to, to make the destination sustainable in the long run (Mihalic, 2016). The major focus of responsible

tourism revolves around the sustainability principles and focuses to reduce the negative impacts of tourism activities on destination. The responsibility, in particular, is presumed to be of the tourism stakeholders to take care of the environment and the destination where they operate (Fatma et. al, 2016). For proper planning and management in the tourism industry, stakeholders should understand responsibility issues (Byrd et. al, 2009) and behave responsibly in order to mitigate the same.

Responsible behaviour is a solution to the harmful effects of tourism development (Juvan & Dolnicar, 2014). It is known to improve the destination environment and provide a better experience for the visitors (Lee and Jan 2017). Initially, responsibility was considered from the environmental perspective only, which over time is broadened and came to include social and economic aspects also. (Leslie, 2016; Newholm, & Shaw, 2007). Later to global crises, that occurred in 2008, the consciousness regarding the sustainability aspects rose drastically, and thus, the need for responsible behaviour to tackle such issues was also understood (Newholm & Shaw, 2007). The triple bottom line concept of sustainable development (Elkington, 1998), that comprises three dimensions such as environmental, economic and social discussed previously was found relevant to understand the impacts of tourism activities on the destination (Joppe, 1996). A study by Giddings (2002) also has supported that such impacts of tourism activities can be explained basis sustainable development principles. Responsible behaviour is the behaviour that supports equitable business practices and fair pricing and ensures that the community receives economic benefits from tourism and balances the economic benefits on one side and socio-economic developmental impacts on the other (Giddings et. al, 2002; Berno & Bricker, 2001). Due to the closer association of the tourism industry with the society and environment, reducing the negative impacts on the destination environment and society becomes important. Beneficial environmental behaviour involves causing minimum harm to the destination environment

(Lee and Jan 2018). Social impacts may become visible at the destination as for tourists the destination culture is different from theirs (Jamal and Camargo, 2014). Economic responsibility arises when the stakeholders opt for economic compromises as a fair share contributed towards destination sustainability (Qureshi et.al, 2016). Mihalic (2016) related sustainability and responsibility basis the three dimensions stating that it is impossible to achieve sustainability, without the responsible behaviour of stakeholders. The three dimensions hold a strong relevance also in responsible behaviour understanding. Based on this literature review, we assert that responsible behaviour is a multi-dimensional construct of environmentally responsible behaviour, socially responsible behaviour and economic responsible behaviour.

The existing literature on responsible behaviour does not provide a measure for stakeholder responsible behaviour particularly based on triple bottom line principles of sustainability. This chapter elucidates the procedure explaining adaptation of stakeholder responsible scale basis existing references. Stakeholder responsible behavior scale was designed basis multiple studies. The detailed items are listed in appendix 1. Sources of the scale items are listed in table 3.1 below.

Table 3.1: Sources of the Stakeholder Responsible Behavior scale items

Environmentally Responsible Behaviour		
1	ERB1	Su & Swanson (2017) & Lee & Jan, (2015)
2	ERB2	Su & Swanson (2017) & Lee & Jan, (2015)
3	ERB3	Su & Swanson (2017) & Lee & Jan, (2015)
4	ERB4	Su & Swanson (2017) & Lee & Jan, (2015)
5	ERB5	Su & Swanson (2017) & Lee & Jan, (2015)
6	ERB6	Su & Swanson (2017) & Lee & Jan, (2015)
7	ERB7	Becken & McLennan (2017)
8	ERB8	Becken & McLennan (2017)
9	ERB9	Becken, S. (2007)

10	ERB10	Lee & Jan (2015)
11	ERB11	Lee & Jan (2015)
Socially Responsible Behaviour		
1	SRB1	Boley, Nickerson & Bosak, (2011)
2	SRB2	Boley, Nickerson & Bosak, (2011)
3	SRB3	Boley, Nickerson & Bosak, (2011)
4	SRB4	Ho el. al, (2013)
5	SRB5	Kiatkawsin & Han, (2017)
6	SRB6	Garg, A. (2015)
7	SRB7	Lee, Jan & Yang (2013)
8	SRB8	Lee, Jan & Yang (2013)
9	SRB9	Su & Swanson, (2017)
10	SRB10	Su & Swanson, (2017)
11	SRB11	Su & Swanson, (2017)
Economically Responsible Behaviour		
1	ECRB1	Goodwin & Francis, (2003)
2	ECRB2	Goodwin & Francis, (2003)
3	ECRB3	Goodwin & Francis, (2003)
4	ECRB4	Ho el. Al, (2013)
5	ECRB5	Ho el. Al, (2013)
6	ECRB6	Ho el. Al, (2013)
7	ECRB7	Ho el. Al, (2013)

3.2 Identifying the scale items

The three dimensions of stakeholder responsible behaviour environmental, economic and social with its detailed item specification are available in the below section.

3.2.1 Environmental Responsible Behaviour – 11 statements

ERB can be defined as environmentally beneficial behaviour of tourism stakeholders that contribute towards the destination well-being by way of its development and thus leading to sustainability (Lee and Jan 2017; Chiu et. al, 2014). Scholars have identified many factors

that affect the tourist's environmental behaviour (Ramkisson et. al, 2013). From tourist's perspective, environmental responsibility is assessed basis reduced harm to the destination environment including natural resources and man-made attractions (Sivek and Hungerford, 1989, 1990 & Kollmuss & Agyeman, 2002). Environmentally responsible behaviour should reduce any harm caused to the natural environment and also help destination recover from any environmental damage (Lee et. al, 2013)

3.2.2 Socially Responsible Behaviour – 11 statements

Socio-cultural impacts on the destination are a result of cultural differences among tourists and residents (Jamal & Camargo, 2014). Previous studies have accounted for social responsibility to destination managers (Almeida-García et. al, 2014) or residents at the destination (Sharpley, 2014) in some cases. Tourists are rarely held responsible for social responsibility aspects majorly because of the smaller tenure spent by the residents at the destination compared to that of hosts. Tourists must act in a socially responsible manner because of the unfamiliar culture that they visit for a shorter term (Walker et.al, 2013). Additionally, residents and tourists interact with each other at multiple points during the tourists visit a destination. They must work in synergy and act responsibly (Fons et. al, 2011). Residents expect benefits including improved economy at the destination (Dwyer et. al, 2009), earn a livelihood by selling local produce to visitors (Nyaupane & Poudel, 2011), increased business opportunities (Su & Wall, 2014) etc. Tourists must understand that in exchange with such economic growth opportunities, residents share resources and space at the destination with tourists.

3.2.3 Economic Responsible Behaviour - 7 statements

Economic benefit forms an important criterion for any form of tourism (Lee, 2013). Particularly considering sustainable tourism and responsible tourism practices, the costs

involved are higher as compared to traditional tourism practices (Liu et. al, 2019). Economic responsible behaviour assesses the willingness of tourism stakeholders to accept the economic sacrifices resulting from sustainable product or service alternatives. Economic responsible behaviour may thus support environmental and social responsibility in an inclusive manner (Lee, 2013). Stakeholders also contribute towards maintaining socio-cultural wellbeing at the destination by accepting economic compromise to protect the environment and society at the destination. Limited research has been conducted in economic responsibility domain, leaving greater scope to expand the understanding into his regard.

3.3 Scale Purification

The next stage of the scale design process involves item purification. At the primary level, content validity was performed for this stage. Six judges were asked to rate each of the 29 items as follows. Please refer to Annexure 3.

For Relevance:

1- Not Relevant 2. The item needs some revision 3. Relevant but needs some minor revision 4. Very relevant

For Clarity:

1- Not Clear 2. The item needs some revision 3. Clear, but needs some minor revision 4. Very clear

For Simplicity:

1- Not Simple 2. The item needs some revision 3. Simple but needs some minor revision 4. Very simple

The validity was tested using the method explained by Polit & Beck, 2006. The I-CVI of individual items was equal or more than 0.83, fulfilling the criteria, across relevance, clarity

& simplicity. S-CVI/AVG for the scale 0.98 and above, which exceeds the criteria of 0.9 set for S-CVI / AVG by Lynn (1986).

Table 3.2: Content Validity- Stakeholder Responsible Behaviour Scale

	Relevance		Clarity		Simplicity	
Environmental Responsible Behaviour - 11 ITEMS	S-CVI/Avg	0.942	S-CVI/Avg	0.929	S-CVI/Avg	1.000
	Total Agreement	10	Total Agreement	9	Total Agreement	11
	S-CVI/UA	0.942	S-CVI/UA	0.929	S-CVI/UA	1.000
	Relevant		Clarity		Simplicity	
Socially Responsible Behaviour Dimension - 11 ITEMS	S-CVI/Avg	0.923	S-CVI/Avg	1.000	S-CVI/Avg	1.000
	Total Agreement	9	Total Agreement	11	Total Agreement	11
	S-CVI/UA	0.923	S-CVI/UA	1.000	S-CVI/UA	1.000
	Relevant		Clarity		Simplicity	
Economic Responsible Behaviour Dimension – 7 ITEMS	S-CVI/Avg	0.910	S-CVI/Avg	0.933	S-CVI/Avg	1.000
	Total Agreement	6	Total Agreement	6	Total Agreement	7
	S-CVI/UA	0.910	S-CVI/UA	0.933	S-CVI/UA	1.000
	Relevant		Clarity		Simplicity	
Stakeholder Responsible Behaviour - FULL SCALE - 29 ITEMS	S-CVI/Avg	0.932	S-CVI/Avg	0.952	S-CVI/Avg	1.000
	Total Agreement	29	Total Agreement	29	Total Agreement	29
	S-CVI/UA	0.932	S-CVI/UA	0.952	S-CVI/UA	1.000

The S-CVI for the respective dimensions and the scale was more than the criteria of 0.9.

Table 3.3 below lists the comments received from the experts during the content validity procedure basis which the items were modified as per experts' suggestions.

Table 3.3: Responsible Behaviour Scale with exper comments

Environmentally Responsible Behaviour		Comments
		<i>The no before each statement corresponds to Sr no of pre-testers</i>
1	I comply with the rules to not harm the environment at the destination.	3. Destination environment meaning? Nature, environment? 6. The environment at the destination may be more relevant in place of destination environment
2	I report to the appropriate destination administration any environmental pollution or destruction at the destination.	4. Is administration approachable to tourists and residents.2. Is this possible for tourists?
3	When I see garbage and debris at the destination, I put it in the trash.	5. There is a limitation to this. 2. Will it be appropriate to use mostly or preferably.
4	If there are environment improvement activities at the destination, I am willing to participate.	6. For residents it is fine. What about tourists?
5	I try to convince others to protect the natural environment at the destination.	
6	I try not to disrupt the fauna and flora at the destination.	3. The question could have been more specific
8	I try to optimise the consumption of water. (At the destination)	2. The question could have been more specific -Like when on travel?
9	I try to optimise the consumption of electricity. (At the destination)	2. The question could have been more specific -Like when on travel?
10	I am willing to consider what is best for the environment when choosing travel mode.	1. Can a tourist compromise on travel mode?
11	I am responsible to use food and other products packed in biodegradable or refillable packaging	
Socially Responsible Behaviour		Comments
1	I respect local culture at the destination	4. For residents, it's their own culture, so the answer is obviously yes
2	I am responsible towards conservation of local cultural values.	
3	I appreciate the cultural differences between hosts and guests.	
4	I am responsible towards maintaining a healthy relationship between hosts and guests	
5	I am responsible towards supporting the infrastructure development at the destination.	

6	I try to promote possible safety measures at the destination to minimise travel risks.	2. Generic question, 6. what all risks might be covered?
7	I am willing to create social awareness regarding the environmental aspects at the destination.	
8	I am willing to cooperate with all levels of government and other public organisations for destination management decisions.	3. Is the differentiation between government and other public organisations necessary?
9	I have the responsibility to optimise the use of rare local resources.	5. More generic.
10	I am responsible to adapt to the standard of living at the destination	
11	I am responsible for choosing socially beneficial products.	Repeat item can be avoided
Economically Responsible Behaviour		
1	I am responsible to opt for locally made products and support local economy.	4. How do you define local product and differentiate it from non-local?
2	I am responsible to pay premium towards maintenance of heritage sites at the destination.	1. What all comprises heritage sites?
3	I am responsible to contribute financially towards development of the destination	
4	I am responsible for choosing eco-friendly products.	
5	I am responsible to promote accommodation run by local people and support local economy.	4. Double barrel question? Need simplification
6	I am responsible to promote services provided by local service providers and support local economy.	4. Double barrel question? Need simplification
7	I am responsible to accept economic sacrifices to protect the environment.	1. Difficult to understand.

After assessing the content validity, the inter-rater reliability of the scale assessed. As per Rossiter (2002) and Wynd et. al (2003) two important considerations are

1. Inter-rater reliability using multi-rater kappa statistic as an index of inter-rater agreement.
2. Proportion agreement as an index of inter-rater agreement about content validity.

Validity measures the appropriateness of the item to measure a particular construct. Reliability refers to the consistency of the measure across raters. (Heale & Twycross, 2015; Kimberlin & Winterstein 2008; Rubio, et. al 2003; Drost 2011).

3.4 Inter-Rater Reliability

In statistics, inter-rater reliability is the degree of agreement among raters. It measures the homogeneity, or consensus, amongst the judges. It is useful in refining the tools given to human judges, for example by determining if a particular scale is appropriate for measuring a particular variable and tries to account for chance agreement between raters. Since the number of raters is 6, I have used Fleiss Kappa. The standards of different researchers are as below.

Table 3.4: Fleiss Kappa limits for the level of agreement

	Landis & Koch		Altman		Fleiss
<0	Poor agreement				
0.01 – 0.20	Slight agreement	< 0.20	Poor	< 0.40	Poor
0.21 – 0.40	Fair agreement	0.21 – 0.40	Fair		
0.41 – 0.60	Moderate agreement	0.41 – 0.60	Moderate	0.41 – 0.75	Intermediate to Good
0.61 – 0.80	Substantial agreement	0.61 – 0.80	Good		
0.81 – 1.00	Almost perfect agreement	0.81 – 1.00	Very Good	'> 0.75	Excellent

Source: Wongpakaran et. al (2013)

3.5 Item purification - Stage 2 - Validity

The statements across the three dimensions were arranged randomly. Each rater was asked to assign the item to a particular dimension. Annexure 2. Provides the details of the Fleiss

kappa analysis. Fleiss Kappa was calculated as explained by Nichols et al (2010). The Fleiss Kappa calculation is provided in table 3.5 below.

		Scale Items	Environment Responsible Behaviour	Economic Responsible Behaviour	Socially Responsible Behaviour	Fleiss Kappa Value
1	Environmental Responsible Behaviour 1	1	5	0	1	0.66
2	Socially Responsible Behaviour 1	2	0	2	4	0.46
3	Economic Responsible Behaviour 1	3	0	1	5	0.66
5	Environmental Responsible Behaviour 2	5	5	1	0	0.66
6	Economic Responsible Behaviour 2	6	0	5	1	0.66
7	Socially Responsible Behaviour 2	7	0	0	6	1
8	Environmental Responsible Behaviour 3	8	6	0	0	1
9	Socially Responsible Behaviour 3	9	0	0	6	1
10	Economic Responsible Behaviour 3	10	0	6	0	1
11	Environmental Responsible Behaviour 4	11	6	0	0	1
13	Socially Responsible Behaviour 4	13	0	0	6	1
14	Environmental Responsible Behaviour 5	14	6	0	0	1
15	Environmental Responsible Behaviour 6	15	5	1	0	0.66
16	Socially Responsible Behaviour 5	16	0	1	5	0.66
17	Economic Responsible Behaviour 4	17	0	5	1	0.66
18	Environmental Responsible Behaviour 7	18	6	0	0	1
19	Environmental Responsible Behaviour 8	19	6	0	0	1
20	Socially Responsible Behaviour 6	20	0	1	5	0.66
21	Environmental Responsible Behaviour 9	21	5	0	1	0.66
22	Economic Responsible Behaviour 5	22	0	6	0	1
23	Environmental Responsible Behaviour 9	23	6	0	0	1
24	Socially Responsible Behaviour 7	24	1	0	5	0.66

25	Socially Responsible Behaviour 8	25	1	0	5	0.66
26	Environmental Responsible Behaviour 10	26	6	0	0	1
27	Socially Responsible Behaviour 9	27	0	0	6	1
28	Economic Responsible Behaviour 6	28	1	5	0	0.66
29	Environmental Responsible Behaviour 11	29	5	0	1	0.66
	Total		70	34	58	0.76
						0.7634
			0.432099	0.209877	0.358025	
			0.186709	0.044048	0.128182	
			P_bar	0.76		
			Pe	0.358939		
		Fleiss Kappa	K			0.656806

Table 3.5: The Fleiss Kappa values for the items of Risk Preference

While the Kappa for the scale is 0.65, indicating substantial agreement (Lynch et al, 2015), we can see that there is poor agreement on some item. These were deleted and the Fleiss kappa improved to 0.68, thus leading to substantial agreement.

Based on the results of fleiss kappa and content validity, certain items were deleted and the final list of items was as follows.

Table 3.6: Scrutinizing Statements for developing Stakeholder Responsible Behavior

Environmentally Responsible Behaviour	
ERB1	I comply with the rules to not harm the destination environment.
ERB2	I report to the appropriate destination administration any environmental pollution or destruction at the destination.
ERB3	When I see garbage and debris at the destination, I put it in the trash.
ERB4	If there are environment improvement activities at the destination, I am willing to participate.
ERB5	I try to convince others to protect the natural environment at the destination.

ERB6	I try not to disrupt the fauna and flora at the destination.
ERB7	I am responsible for keeping the destination environment clean.
ERB8	I appreciate the environmentally friendly behaviour of others.
ERB9	I try to optimise the consumption of water.
ERB10	I try to optimise the consumption of electricity.
ERB11	I am willing to consider what is best for the environment when choosing travel mode
Socially Responsible Behaviour	
SRB1	I respect local culture at the destination
SRB2	I am responsible towards conservation of local cultural values.
SRB3	I appreciate the cultural differences between hosts and guests.
SRB4	I am responsible towards maintaining healthy relationship between hosts and guests
SRB5	I am responsible towards supporting the infrastructure development at the destination.
SRB6	I am responsible for choosing socially beneficial products.
SRB7	I try to promote possible safety measures at the destination to minimise travel risks.
SRB8	I am willing to create awareness regarding the environmental aspects at the destination.
SRB9	I am willing to cooperate with all levels of government and other public organisations for destination management decisions.
SRB10	I have the responsibility to optimise the use of rare local resources.
SRB11	I am responsible to adapt to the standard of living at the destination.
Economically Responsible Behaviour	
ECRB1	I am responsible to opt for locally made products and support local economy.
ECRB2	I am responsible to pay premium towards maintenance of Heritage sites at the destination.
ECRB3	I am responsible to contribute financially towards development of the destination
ECRB4	I am responsible to promote accommodation run by local people and support local economy.
ECRB5	I am responsible to promote services provided by local service providers and support local economy.
ECRB6	I am responsible to accept economic sacrifices to protect the environment.
ECRB7	I am responsible for choosing eco-friendly products.

3.6 Exploratory and Confirmatory Factor Analysis

Scale reliability and validity testing was done using exploratory and confirmatory factor analysis measures. EFA was performed of the scale items using SPSS. The scale was subjected to confirmatory factor analysis, with a sample of 450. Hair (2006) states that a sample of 150 is adequate for CFA. AMOS 22, was used for the CFA with Maximum Likelihood being the default method.

Rotated component matrix revealed that the dimensions fell in accordance with the previous measures of scale validity. Refer below table 3.7 for details.

Table 3.7: The rotated component matrix of 29 items in Stakeholder Responsible Behaviour Scale

Rotated Component Matrix^a			
	Component		
	1	2	3
SRB6	0.823		
SRB10	0.803		
SRB4	0.795		
SRB9	0.773		
SRB11	0.761		
SRB2	0.748		
SRB3	0.742		
SRB1	0.734		
SRB7	0.716		
SRB8	0.714		
SRB5	0.683		
ERB8		0.815	
ERB7		0.803	
ERB5		0.721	
ERB9		0.706	
ERB6		0.703	
ERB4		0.664	
ERB10		0.656	
ERB3		0.631	
ERB1		0.602	

ERB2			
ECRB4			0.806
ECRB5			0.770
ECRB3			0.758
ECRB2			0.677
ECRB6			0.624
ECRB1			0.583
ERB11			
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Based on the results obtained from the exploratory factor analysis measure using rotated component matrix, confirmatory factor analysis was performed. Figure 3.2 represents the path diagram for confirmatory factor analysis.

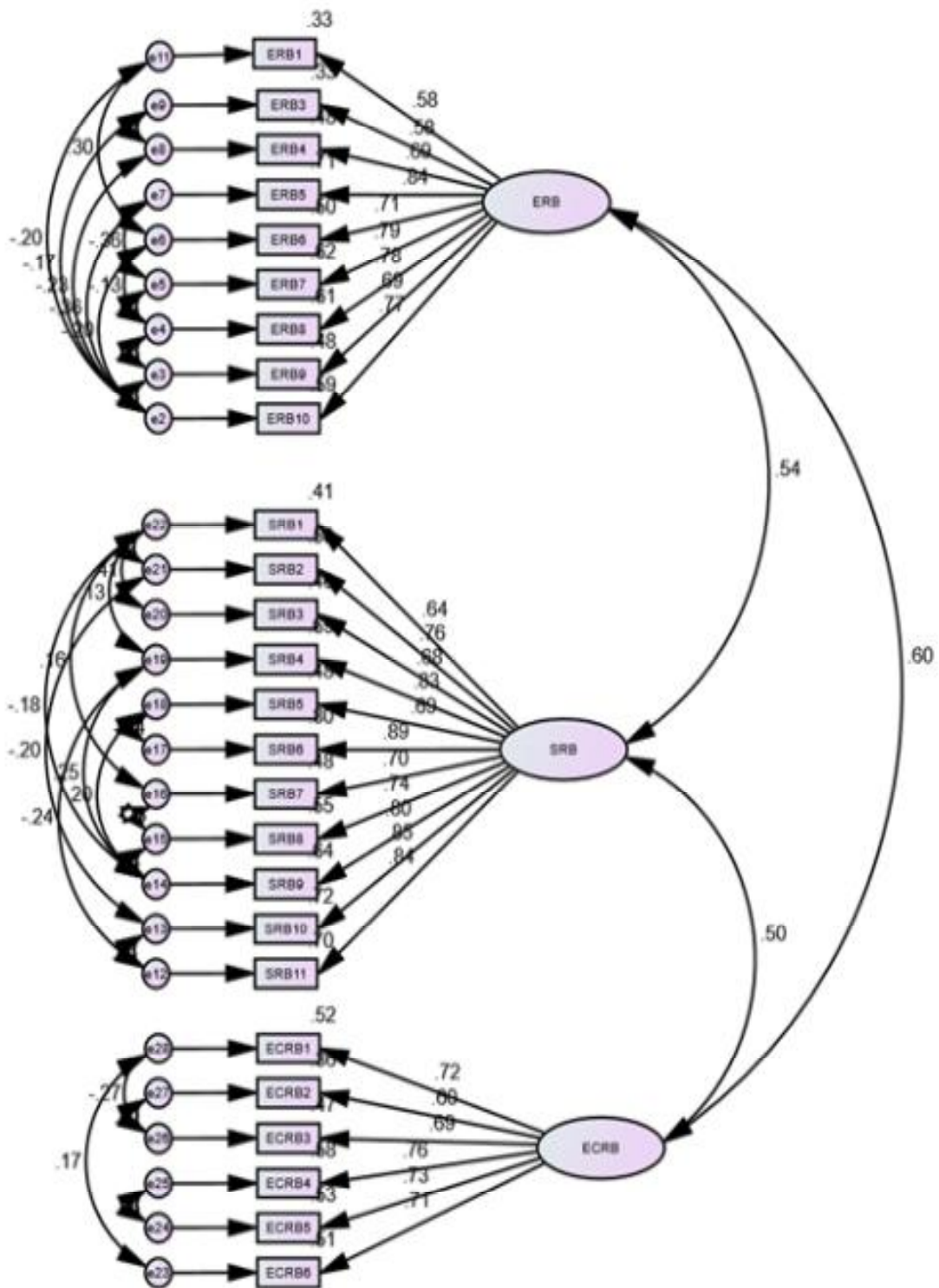


Fig 3.1: Path diagram for confirmatory factor analysis for stakeholder responsible behaviour

To achieve the acceptable model validity measures, the items with low loading were deleted. After deleting the items, the remaining items were plotted in the path diagram. The model fit measures of the final acceptable stakeholder responsible behavior scale dimensions are provided in the table 3.8.

Table 3.8: Model Fit Measures – Path Diagram CFA

Measure	Estimate	Threshold	Interpretation
CMIN	1083.919	--	--
DF	267	--	--
CMIN/DF	4.060	Below 5	Acceptable
CFI	0.901	>0.900	Moderate
RMR	0.044	<0.08	Excellent
RMSEA	0.083	< 0.08	Acceptable

Table 3.9: Cutoff Criteria for model fit

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
RMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06

The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper et. al (2008). Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin was used.

The convergent validity of the measurement model can be assessed by the average variance extracted (AVE) and composite reliability (CR). Table 3.10 below provides the details on

the CR and AVE. The details are explained in the below section on composite reliability and convergent and discriminant validity.

Table 3.10: Model Validity Measures - CFA

	CR	AVE
Environmental Responsible Behavior	0.905	0.517
Social Responsible Behavior	0.940	0.591
Economic Responsible Behavior	0.854	0.495

Gaskin, J. & Lim, J. (2016), "Master Validity Tool", AMOS Plugin was used.

3.6.1 Composite Reliability

Composite reliability is a measure of internal consistency of a scale where the within-scale consistency of the responses to the construct is evaluated. Hair et al. (2006) have suggested a threshold of 0.7 for composite reliability. As shown in annexure 3, the composite reliability (CR) for environmental responsible behavior was 0.905, CR for socially responsible behavior is 0.940 and CR for economic responsible behavior was 0.854. Since the values are higher than > 0.5 , the scale has composite reliability.

3.6.2 Convergent Validity

Convergent validity refers to the degree to which two variable that is supposed to measure a construct, that theoretically should be related, are related. Hair et al. (2006) have suggested that the average variance extracted should be > 0.5 . The AVE for both the constructs is greater than 0.5 thus ensuring convergent validity.

3.6.3 Discriminant Validity

Discriminant validity tests whether measurements that are supposed to be unrelated are, in fact, unrelated. As per Hair et al. (2006) and Berteau & Zait, (2011), the square root of average variance extracted, should be greater than inter-factor correlation.

Table 3.11: Testing Discriminant Validity

	AVE	The square root of AVE
Environmental Responsible Behavior	0.517	0.719
Socially Responsible Behavior	0.591	0.769
Economic Responsible Behavior	0.495	0.704

As observed in the above table, the AVE for the three factors of stakeholder responsible behaviour scale is above > 0.5 . Additionally, the square root of AVE is greater than inter-construct correlations. Hence the scale has acceptable fit measures.

Table 3.12: The final stakeholder responsible behaviour scale with detailed classification.

Environmentally Responsible Behaviour	
ERB1	I comply with the rules to not harm the destination environment
ERB3	When I see garbage and debris at the destination, I put it in the trash
ERB4	If there are environment improvement activities at the destination, I am willing to participate
ERB5	I try to convince others to protect the natural environment at the destination
ERB6	I try not to disrupt the fauna and flora at the destination
ERB7	I am responsible for keeping the destination environment clean
ERB8	I appreciate environmentally friendly behaviour of others
ERB9	I try to optimise the consumption of water
ERB10	I try to optimise the consumption of electricity

Socially Responsible Behaviour	
SRB1	I respect local culture at the destination
SRB2	I am responsible towards conservation of local cultural values
SRB3	I appreciate the cultural differences between hosts and guests
SRB4	I am responsible towards maintaining healthy relationship between hosts and guests
SRB5	I am responsible towards supporting the infrastructure development at the destination
SRB6	I am responsible for choosing eco-friendly products
SRB7	I try to promote possible safety measures at the destination to minimise travel risks
SRB8	I am willing to create awareness regarding the environmental aspects at the destination
SRB9	I am willing to cooperate with all levels of government and other public organisations for destination management decisions
SRB10	I have the responsibility to minimise the use of rare local resources
SRB11	I am responsible to adapt to the standard of living at the destination
Economically Responsible Behaviour	
ECRB1	I am responsible to opt for locally made products and support local economy
ECRB2	I am responsible to pay premium towards maintenance of Heritage sites at the destination
ECRB3	I am responsible to contribute financially towards development of the destination
ECRB4	I am responsible to promote accommodation run by local people and support local economy
ECRB5	I am responsible to promote services provided by local service providers and support local economy.
ECRB6	I am responsible to accept economic sacrifices to protect the environment.

3.7 Discussion and implications

Responsible behaviour of tourism stakeholders is the focal point of investigation in the current study (Mihalic, 2016; Frey & George, 2010; Imran et. al, 2014). This chapter contributes to the development and validation of the stakeholder responsible behaviour scale based on stakeholder's perception in the tourism scenario. Thus, this section contributes to

the literature by designing a measurement instrument relevant to the tourism industry from a holistic perspective. The stakeholder responsible behaviour developed here is an important step towards the advancement of theoretical argument, particularly basis the triple bottom line principles of sustainability (Mihalic, 2016). The findings thus confirm the empirical validation of the three distinct dimensions (Environmental, Economic and Social) of stakeholder responsible behaviour. Scale validity was confirmed by testing the causal relationship between stakeholder responsible behaviour and the pre-tested variables using structural equation modelling. The findings further suggest that stakeholders should understand and take higher responsibility towards the sustainability of the destination basis the three dimensions. The highly-rated dimension is the environmental dimensions of stakeholder responsible behaviour. Understanding of the responsibilities by the stakeholders is expected to bring a positive behavioural change towards the sustainability of the destination (Byrd et. al, 2008, Mihalic, 2016). and by this way contribute towards destination sustainability in the long run (Imran et. al, 2014).

Increased awareness around the concept of sustainability has led to destination managers bring in changes in destination management and development decisions (Sirakaya et. al, 2001). From tourism businesses perspective, they engage in multiple CSR activities as a contribution towards destination sustainability (Rafai, 2012). However, when considering a tourism destination, the role of different tourism stakeholders has to be taken into consideration (Byrd, 2008). This is because, tourism industry involves the participation of multiple stakeholder groups making management difficult (Kontogeorgopoulos, 2004). Although, tourism businesses put in a considerable amount of their efforts in contributing towards destination sustainability, other tourism stakeholders including residents and tourists have a role to play (Ryan, 2002, Gössling, 2018). Thus, every tourism stakeholder must take responsibility for their actions in the tourism scenario. The current study provides

tourism planners with a valid and reliable measurement instrument for measuring stakeholder responsible behaviour basis the triple bottom line approach of sustainability. A unique contribution of this study lies in preparing a valid scale for assessing responsible behaviour basis sustainability framework.

Enabling stakeholders to assess their responsible behaviour concerning each dimension is a valid contribution. Although multiple studies in tourism literature measure responsibility from individual groups of stakeholders such as residents and tourists. The studies have also assessed responsibility on individual responsibility dimensions such as environmental responsibility (major studies assess environmental responsibility of tourists and residents in certain cases), social responsibility (social responsibility of residents and destination social responsibility in certain cases). This measurement instrument is developed basis the scale development procedure suggested by Churchill (1979). The five-stage process included the study of two distinct stakeholder groups - residents and tourists. Additionally, multiple tests were conducted for establishing scale validity. At the final stage, a 26-item scale was developed under three dimensions of environmental, social and economic responsibility dimension.

This section discusses the theoretical contributions of the study. First, the stakeholder responsible behaviour concept is presented as a multi-dimensional construct rather than a single-dimensional construct explained in previous studies (Cheng & Wu, 2015; Kim and Weiler, 2013). This finding is in congruence with the conceptual proposition by Mihalic (2016) and confirms the multi-dimensionality of the stakeholder responsible behaviour construct. The significance of the study is further strengthened as responsibility is not previously assessed basis the triple bottom line framework for sustainability, particularly in the Asian context. Second, this study supports finding of the study by Goodwin (2011) &

Leslie (2012), who stated that it is impossible to achieve sustainability, without the destination stakeholders taking responsibility in the tourism context. Third, most previous studies assessing responsibility are directed towards a single stakeholder group. The current measurement can be applied to multiple stakeholder groups. The requirement of such measure that can help compare the behaviour of multiple stakeholder groups was stated in the study by Byrd et. al (2009) & Đurkin & Perić (2017).

Most previous studies measuring responsible behaviour in tourism setting assessed environmentally responsible behaviour in different contexts and settings. The studies assessed environmentally responsible behaviour of both residents (Armah et. al, 2011; Chao, 2012) and tourists (Halpenny, 2010; Lee et. al, 2013; Lee & Moscardo, 2005; Juvan & Dolnicar, 2016). Some later studies have assessed socially responsible behaviour of residents or tourists (Su et. al, 2018; Sharma & Dyer, 2009). A study also assessed the environmentally responsible behaviour of tourists' vis-à-vis socially responsible behaviour of residents. While the two dimensions reflected in the above studies, economic responsibility dimension was not perceived as a part of the responsibility. Logically, it is necessary to consider economic dimension as economic compromises are mandatory for long term sustainable developmental decisions in destination scenario. Based on this understanding, applying the triple bottom line approach of sustainability to assess stakeholder responsible behaviour seems necessary.

CHAPTER 4

PLACE ATTACHMENT AND STAKEHOLDER RESPONSIBLE

BEHAVIOUR

Attachments play a very important role in a tourism setting. Attachments felt by the tourists at a destination have a stronger impact on their responsibilities in tourism setting (Prayag & Ryan, 2012). As per Zheng et. al. (2019) studies on residents' emotional responses to tourism development are conspicuously absent from tourism literature or are meagre. However, destination residents also share a strong bond with the place considering the destination being their birthplace or the place with which they share some memories during the period of their childhood and growth. This bonding is associated with a wide range of triggers (e.g., an object, a person or an event), which are expected to provide more attitude- and behaviour-specific information than cognitive processes (Cohen, Pham, & Andrade, 2008).

Emotions form a basis for any form of attachment. Emotions signify a set of personal experiences demonstrated basis the psychological and physiological mechanisms (Stearns, 2009). Emotions provide a framework for social communication influenced by society and cultural backgrounds.

4.1 Place attachment construct in tourism

Place attachment conceptualizes the identity that the people hold concerning a place and their association towards a place for some form of benefit (Hidalgo & Hernandez, 2001). Place attachment has been researched extensively in the tourism literature extending its scope to the sense of place (Stedman 2003; Tuan 1980). In tourism scenario, in order to understand the tourism choices and demands, place attachment remains a most popular term and is defined as the emotive tie between an individual and a particular spatial setting

(Williams et al. 1992). Attachment may influence what visitors see, think and feel, and that increased knowledge about a place, as well as an emotional connection, may improve the likelihood that individuals will demonstrate favourable evaluations and loyalty toward the place (Brocato, 2007; Schultz, 2000; Walker & Chapman, 2003).

Tourists' attachment to places is a result of their prior experiences at the same tourism destination or any other destination having similar characteristics. Such attachments are seen to affect tourist behaviours (Hwang et. al, 2005). For residents, the attachments differ compared to those of tourist from the perspective of the length of stay. The destination being a place of either birth or growth, they develop a deeper attachment with the destination characteristics (Chen et. al, 2014). Existing literature on place attachment and responsible behaviour has mainly focused the perspective of environmental responsibilities in tourism setting (Vaske and Kobrin, 2001). Much research to date in the area of place attachment and responsible tourism is focused on tourists, and little attention thus by far has been paid to residents experience and understanding of responsible tourism and place attachment relationship (Bramwell et. al, 2008).

This section highlights the existing place attachment literature in tourism. Hwang et. al (2005) related place attachment to factors such as repeat visitation and site recreation research by measuring tourists' level of commitment. Alegre and Juaneda (2006) set up a relationship between place attachments to consumer's behaviour in the destination setting. Bricker and Kerstetter (2000) applied involvement to assess levels of specialisation and attachment to a river. Kyle et. al (2003) assessed the association between activity involvement and place attachment among hikers. Other studies have also assessed place attachment construct and related it to some tourism-related aspects (Twitcher-Ross and Uzzell, 1996; Zhou & Ma, 2008; Gross & Brown, 2006; Hammitt et. al,2006). Place

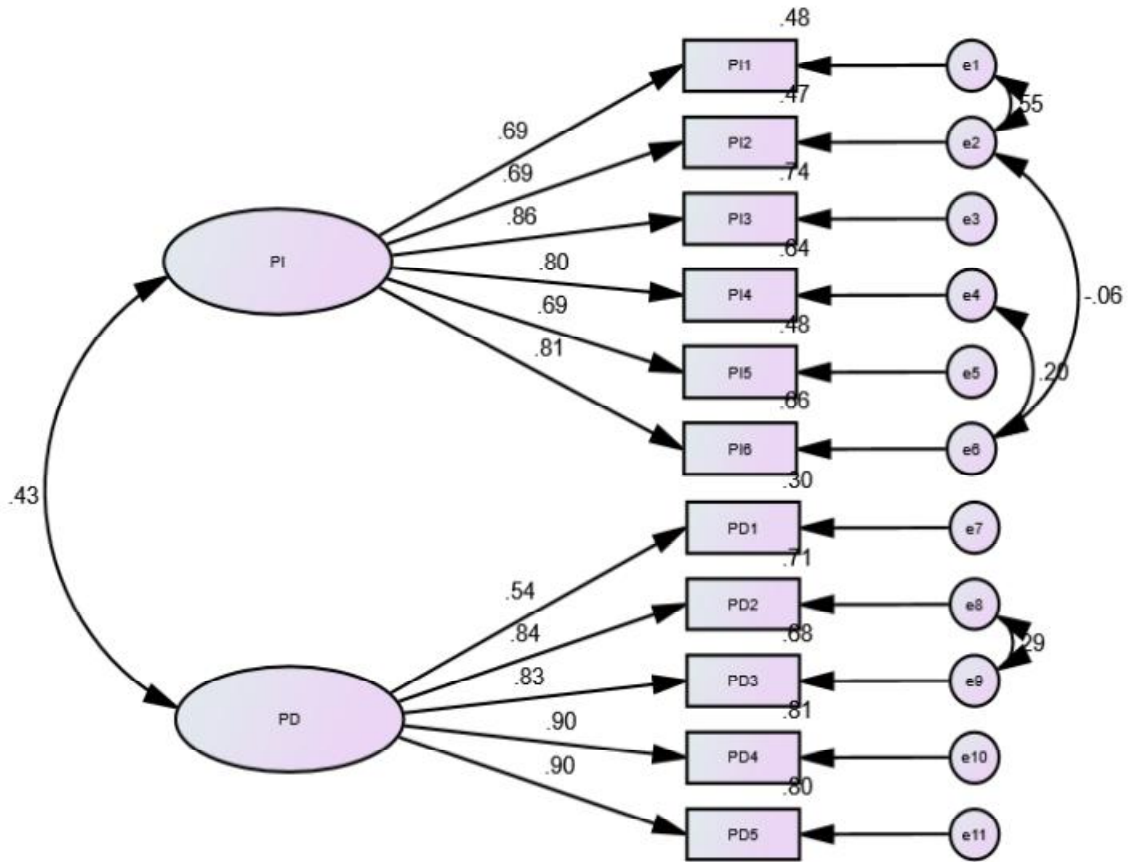
attachment aids as an affective link which people develop with an environment (Ramkissoon et. al, 2012) and can be assumed to be a consequence of positive emotional bonds between individuals and their socio-physical environment (Hidalgo & Hernandez, 2001; Stedman, 2003, Woosnam et. al, 2018). Research in recreational and leisure literature and tourism (e.g., Gross & Brown, 2006, 2008; Gross et. al, 2008; Lee et al., 2007; Gu & Ryan, 2008), suggests variables such as place attachment or place bonding to be an important part of the self and to evoke strong emotions that would influence a person's behaviour. Backlund and Williams (2004) analyzed multiple studies and found weak to moderate correlations between visitors such as years of visiting tourist destination and the number of visits in prior twelve months and two dimensions of place attachment (i.e., place identity and place dependence). Several dependent variables are analyzed with place attachment (Bricker and Kerstetter 2000; Budruk et. al, 2008; Kyle et. al, 2003; Kyle et al 2004a; Vaske and Korbin 2001; Warzecha and Lime 2001). Kyle et. al. (2003) assessed place attachment and tourists' attitude towards paying recreation fees.

Place Identity: Individuals often identify with places which reflect their own identities (Brocato, 2007, Kyle et al., 2004(a); Proshansky et. al, 1983). Tourists are drawn to irreplaceable locations just as well, based on the meanings they ascribe to a place (place identity) (Loureiro, 2014; Prayag & Ryan, 2012; Tsai, 2012). Previous research has suggested prior experience as an influential component of the development of place identity (Backlund and Williams, 2004; White et. al, 2008). Place identity is guided by conscious and unconscious beliefs, ideals, preferences, values, feelings, goals and behavioural tendencies and skills (White et. al, 2008). A place can be seen as part of self and simultaneously as a resource for satisfying explicitly felt behaviours and also includes a social element (Williams et. al, 1992).

Place Dependence: Place dependence is a form of attachment to a particular category of place for functional reasons (White et. al, 2008). Brown and Raymond (2007, p.90), contended ‘Place dependence as connections based specifically on activities that take place in a setting’. Factors such as quality of place and relative quality of comparable alternatives influence place dependence (Stokols and Shumaker, 1981). Physical settings are the backdrop for social and cultural existence in place dependence literature (Proshansky et. al, 1983). Place dependence can be developed towards the places not visited by individuals that may offer them a unique goal-directed setting (White et. al, 2008). Place dependence reflects the importance of a place in providing features and conditions that support a person's goals or desired activities (Stokols and Shumaker 1981). Residents are dependent on a place for the economic benefits that they earn as a result of tourism activities. (Williams and Vaske, 2003). Tourists are dependent on a place for the unique experiences that they share at a destination (Williams and Vaske, 2003).

The place attachment construct has typically been described as having two distinct dimensions: place identity, which refers to a symbolic or affective attachment to a place, and place dependence, which refers to a functional attachment to a place (Backlund and Williams, 2003). Williams and Vaske (2003) related place identity and place dependence constructs to together form place attachment. The questionnaire is sought to measure the constructs of place attachment based on the same conceptualization. Since the canvass of research was stakeholders at a destination, the questionnaire qualified tourists and residents as two destination groups. Thus, tourists and residents were asked to fill the questionnaire. The Place attachment measurement model referred from Willim and Vaske (2003) is plotted in figure 4.1.

Fig 4.1 Measurement Model – Place Attachment



Notes: PI: place identity, PD: place dependence

Table 4.1: Model Fit Measures – place attachment

Measure	Estimate	Threshold	Interpretation
CMIN	178.991	--	--
DF	39	--	--
CMIN/DF	4.590	Below 5	Acceptable
CFI	0.959	>0.900	Moderate
RMR	0.054	<0.08	Excellent
RMSEA	0.089	< 0.08	Acceptable

Table 4.2: Cutoff Criteria to assess model fit

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
RMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06

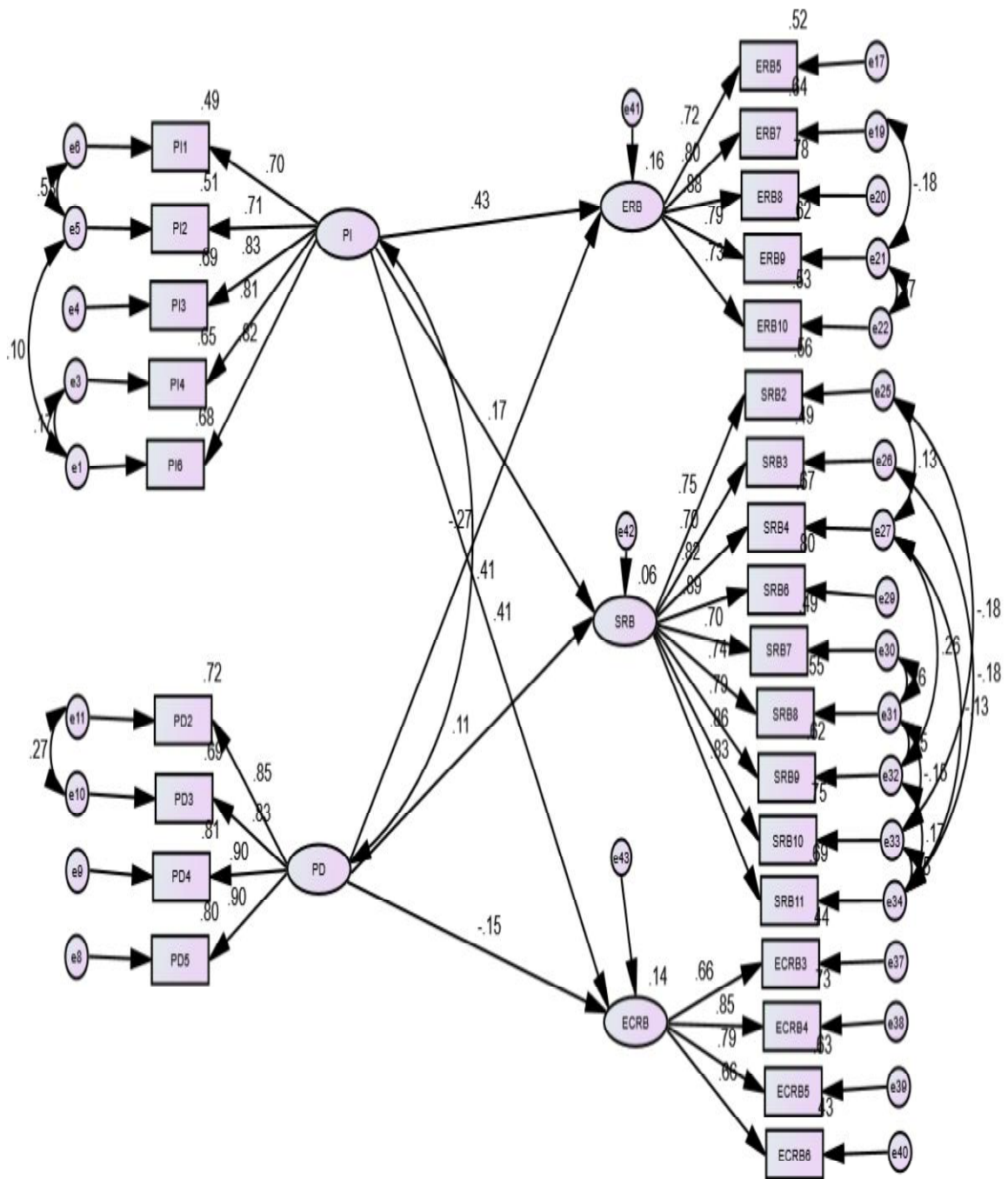
The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper, Coughlan & Mullen (2008). Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin was used.

Table 4.3: Standardized Regression Weights Place Attachment Scale

Items with Constructs			Estimate
PI1	<---	PI	0.689
PI2	<---	PI	0.687
PI3	<---	PI	0.858
PI4	<---	PI	0.800
PI5	<---	PI	0.693
PI6	<---	PI	0.814
PD1	<---	PD	0.544
PD2	<---	PD	0.844
PD3	<---	PD	0.827
PD4	<---	PD	0.901
PD5	<---	PD	0.896

The dependent variable place attachment and independent variable stakeholder responsible behaviour was plotted (refer Figure 4.2). The model was revised after deleting the values with low loadings is depicted in the below figure 4.2.

Fig 4.2: Structural Model – Place attachment & Stakeholder responsible behaviour



Notes: PI: place identity, PD: place dependence, ERB: Environmentally responsible behaviour, SRB: Socially responsible behaviour, ECRB: Economic responsible behaviour

The model fit measures of the Measurement Model – Place attachment & Stakeholder responsible behaviour (refer Fig 4.2) are provided below

Table 4.4: Model Fit Measures of measurement model Place attachment -Stakeholder Responsible Behavior

Measure	Estimate	Threshold	Interpretation
CMIN	1156.548	--	--
DF	301	--	--
CMIN/DF	3.842	Below 5	Acceptable
CFI	0.905	>0.900	Moderate
RMSEA	0.080	< 0.08	Acceptable

Table 4.5: Cutoff Criteria

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
RMSEA	>0.08	>0.06	<0.06

As per table 4.4, the model has an acceptable fit and thus the regression weights were tested for the same. The detailed findings based on the regression weights are explained in the following section.

4.2 Testing the regression weights

To assess the direction of the relationship between the place attachment and stakeholder responsible behaviour, regression weights were evaluated. Table 4.6 plots the regression weights for the place attachment and stakeholder responsible behaviour relationship.

Table 4.6 Regression Weights: Place Attachment and Stakeholder Responsible Behaviour

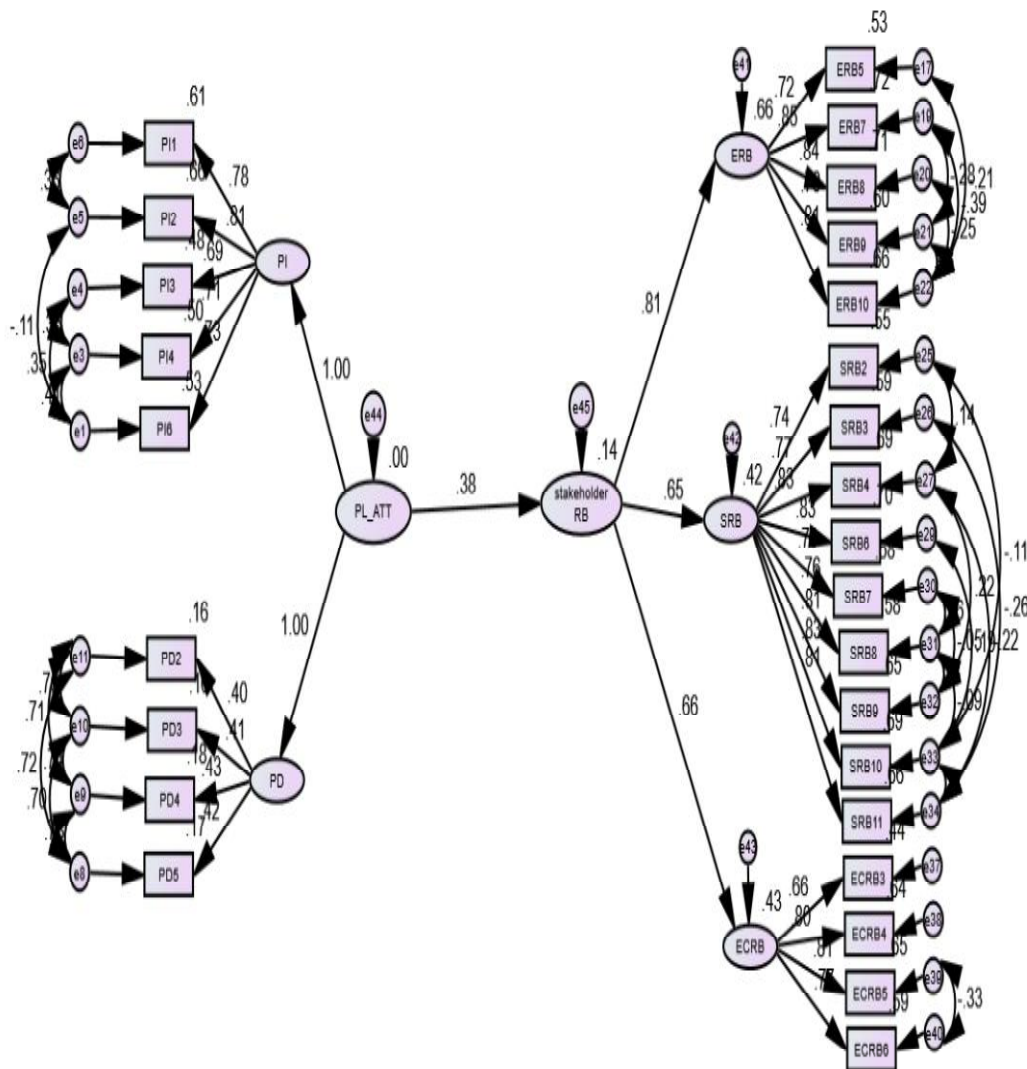
Regression Weights							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	PI	0.429	0.061	6.982	***	par_24
SRB	<---	PI	0.199	0.067	2.953	0.003	par_25
ECRB	<---	PI	0.423	0.065	6.465	***	par_26
ERB	<---	PD	-0.147	0.031	-4.82	***	par_27
SRB	<---	PD	0.07	0.035	1.964	0.05	par_28
ECRB	<---	PD	-0.086	0.032	-2.703	0.007	par_29

The table 4.6 depicts the significant paths in the structural model (figure 4.2) focusing on the relationship between place attachment and stakeholder responsible behaviour. As observed in the above table, place identity significantly impacts environmentally responsible behaviour (ERB) and economically responsible behaviour (ECRB) at p-value < 0.01 and socially responsible behaviour (SRB) at p-value < 0.10.

4.3 Effect of place attachment on stakeholder responsible behaviour

To assess the impact of the construct place attachment on stakeholder responsible behaviour, second-order CFA was performed. Second-order CFA provides an opportunity to assess the relationship between the base constructs. Figure 4.3 depicts the second-order CFA values of destination emotion and stakeholder responsible behaviour.

Fig 4.3: Structural model explaining the relationships between destination emotions with the stakeholder responsible behaviour



Notes: PI: place identity, PD: place dependence, PL_ATT: place attachment, stakeholder RB: Stakeholder Responsible Behaviour, ERB: Environmentally responsible behaviour, SRB: Socially responsible behaviour, ECRB: Economic responsible behaviour

As evident from the above figure (Figure 4.3), there is a significant effect of place attachment on stakeholder responsible behaviour.

4.4 Testing for the mediating effect of Environmental Attitude (EA)

To test the mediating effect of environmental attitude on the relationship between the three dimensions of the responsible behaviour and two dimensions of place attachment, multi-group SEM was employed (Hair et al., 2010). In mediation, we consider an intermediate variable, called the *mediator* (*in this case environmental attitude*), that helps explain how or why an independent variable influences an outcome. It is often of great interest to identify and study the mechanisms by which an intervention achieves its effect. At a prior stage, environmental attitude construct was plotted. For testing mediation, the dependent, independent and mediating variable was imputed and the direct and indirect relationships among them were plotted (Refer Fig. 4.7). Basis imputation of the direct, indirect and mediating variable, the mediation was tested. The direct and indirect effects were tested among the dimensions of the dependent variable (stakeholder responsible behaviour) and dimensions of the independent variable (place attachment).

4.5 Environmental attitude construct

Environmental Attitudes (EA) are a psychological tendency expressed by evaluative responses to the natural environment with some degree of favour or disfavour (Milfont & Duckitt, 2010). EA of the tourism stakeholders is expected to play a role in their responsible behaviour. The construct is assessed for testing its moderation on the model. EA is expected to significantly impact responsible behaviour. EA is a result of increased concern for the environment among tourism stakeholders (Grbac et. al, 2013). It is observed that the positive environmental attitude results in higher environmental behaviour (Fraj and Martinez, 2006). Figure 4.4 displays the environmental attitude constructs with the dimensions.

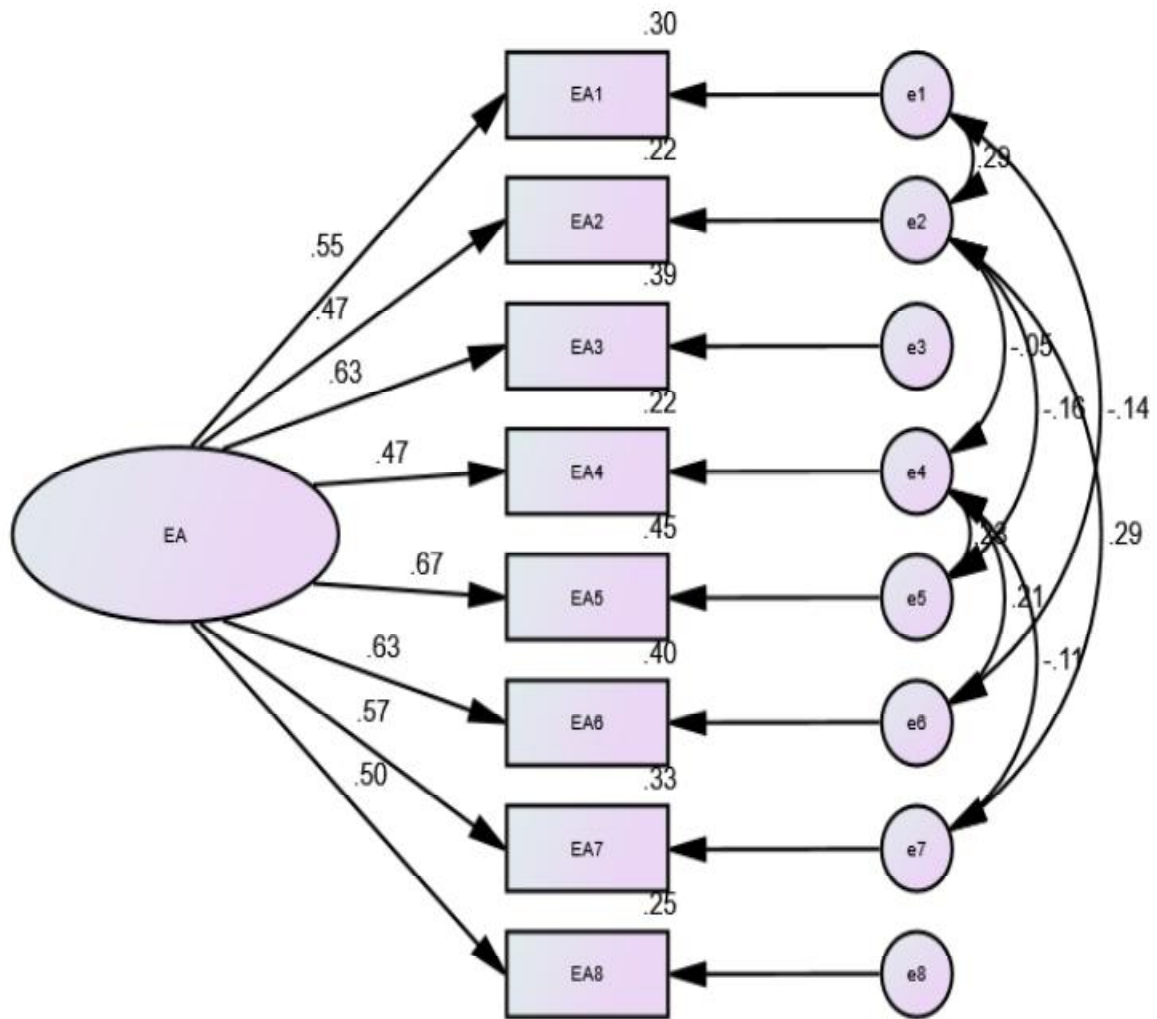


Fig 4.4: Environmental Attitude construct with dimension

The resultant CMIN: 31.027, DF: 12, CMIN/DF: 2.586 (Below 3 Excellent), CFI: 0.979, RMSEA .059. These indices suggested a good fitting model. The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper et. al. (2008). Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin was used. The choice of fit indices and cut-off values were as per Hu and Bentler (1999). Gaskin, J. & Lim, J. (2016), was referred to assess the "Model Fit Measures". AMOS Plugin was used for the above analysis.

Figure 4.5 Place Attachment and Stakeholder responsible behaviour – Mediating role of Environmental Attitude

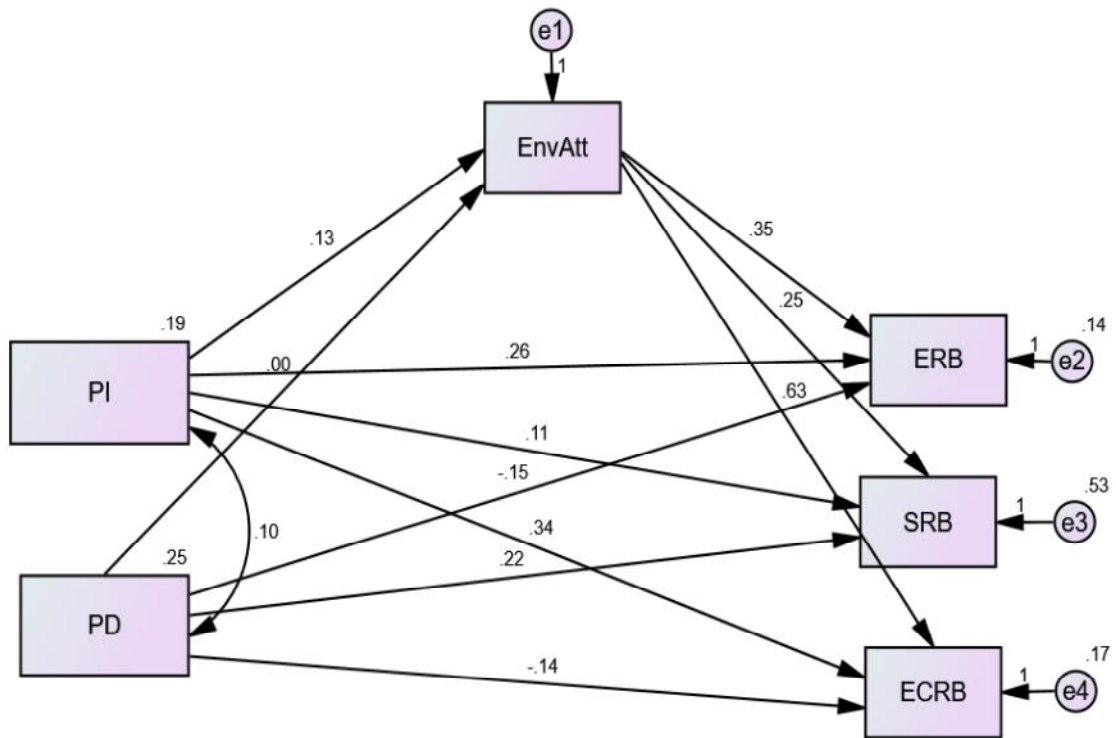


Table 4.7: The mediation effect of environmental attitude and comparing the direct and indirect effect

Place Attachment Dimensions	Stakeholder Responsible Behaviour Dimensions	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PI	ERB	0.001	0.001	Significant	Significant	Partial Mediation
PI	SRB	0.017	0.284	Significant	Insignificant	Full Mediation
PI	ECRB	0.001	0.001	Significant	Significant	Partial Mediation
PD	ERB	0.915	0.001	Insignificant	Significant	No Mediation
PD	SRB	0.821	0.029	Insignificant	Significant	No Mediation
PD	ECRB	0.909	0.002	Insignificant	Significant	No Mediation

PI: Place Identity, PD: Place Dependence, ERB: Environmentally Responsible Behavior, SRB: Socially Responsible Behaviour, ECRB: Economic Responsible Behaviour

It is observed that environmental attitude (EA) partially mediates place identity's relationship between environmentally responsible behaviour and economic responsible behaviour. EA fully mediates the relationship between place identity and socially responsible behaviour. In the case of place dependence (PD), environmental attitude does not mediate the relationship with ERB, SRB and ECRB.

4.6 Moderation based on stakeholder type

To test the moderating effect of the type of stakeholder - residents and tourists on the relationship between the three dimensions of the responsible behaviour and place attachment, moderation effect using multi-group SEM was employed (Hair et al., 2010). Such technique consists of two main steps: measurement invariance; and structural model estimate (i.e. structural invariance). While measurement invariance examines whether relationships between latent constructs and measured variables are invariant between groups, structural model estimate tests whether regression weights for each of the structural paths are statistically invariant between the groups (Byrne, 2004; Hair et al., 2010). In this study, the corresponding data were divided into two stakeholders resident (n: 220) and tourist (n: 223).

Table 4.8: Standardized regression weights comparison among the two models differed basis stakeholder classification as Resident and Tourist

Standardized Regression Weights – Resident-tourist moderation				
			Resident	Tourist
ERB	<---	PI	0.535	0.077
SRB	<---	PI	0.316	-0.095
ECRB	<---	PI	0.387	0.42
SRB	<---	PD	-0.214	0.493
ECRB	<---	PD	-0.209	0.064
ERB	<---	PD	-0.354	-0.08

Table 4.9: Z test to assess the group differences among the two stakeholders Resident and Tourist

			Tourist		Resident		z-score
			Estimate	P	Estimate	P	
ERB	<---	PI	0.051	0.278	0.655	***	-4.442***
SRB	<---	PI	-0.083	0.132	0.411	***	-3.789***
ECRB	<---	PI	0.277	***	0.346	0.006	-0.468
SRB	<---	PD	0.263	***	-0.142	0.01	5.874***
ECRB	<---	PD	0.026	0.343	-0.095	0.026	2.391**
ERB	<---	PD	-0.032	0.314	-0.22	***	2.951***

Notes: *** p -value < 0.01; ** p -value < 0.05; * p -value < 0.10

Basis the z-scores plotted in the above table, it can be concluded that the two groups ‘Resident’ and ‘Tourists’ are different on the five paths. On the paths place identity to ERB, place identity to SRB, place dependance to SRB and place dependance to ERB, the difference is significant at < 0.01. On path place dependence to ECRB, the difference is significant at < 0.05.

Chapter 5

DESTINATION EMOTION AND STAKEHOLDER RESPONSIBLE BEHAVIOUR

Emotional reactions to tourism experience are essential determinants of post-consumption behaviours like satisfaction, intention to recommend, attitude judgements and choice (Gnoth 1997). Destination marketers have much pressure to recognize the differences between the different touristic experiences (Gretzel et al. 2006). Several previous studies have investigated emotions concerning the tourism scenario in varying contexts and settings. Emotion has been assessed to be antecedent of overall trip satisfaction (e.g., de Rojas and Camarero 2008; del Bosque and San Martin 2008), customer loyalty (e.g., Barsky and Nash 2002), behavioural intentions (e.g., Bigné et. al, 2005; Jang and Namkung 2009), emotions as a segmentation variable for leisure and tourism services (Bigné and Andreu 2004). The tourist experience is assessed to contribute to a variety of positive emotions when tourists plan their vacations, such as comfort and pleasure (Kwortnik and Ross, 2007). Emotions of tourists', residents and businessmen are expected to have an understanding of the sustainability concern and thus impact the responsible behaviour.

Hosany and Gilbert (2009) identified the three dimensions representing tourists' emotional responses towards destinations. The joy dimension consists of emotion items such as cheerfulness and pleasure. Consumers' love for a destination brand is linked to higher levels of brand loyalty and positive word of mouth. Love has also been a key dimension in understanding consumers' emotional experiences. Positive surprise includes items such as amazement and astonishment. Westbrook and Oliver (1991) note that positively surprised customers are usually more satisfied and exhibit higher levels of loyalty.

This study further extends the Hosany and Gilbert's (2010) conceptualization of destination emotion to emotional responses of tourism stakeholders. Existing theories have provided reasoning to distinguish one emotion from another and explain how an event can create different emotional experiences (Roseman, 1991). Research into emotional aspects of touristic experiences can be further explored to elicit emotions towards immediate environmental impacts (Machleit and Eroglu 2000). The tourism experiences are majorly emotional (e.g., Aho 2001; McIntosh and Siggs 2005).

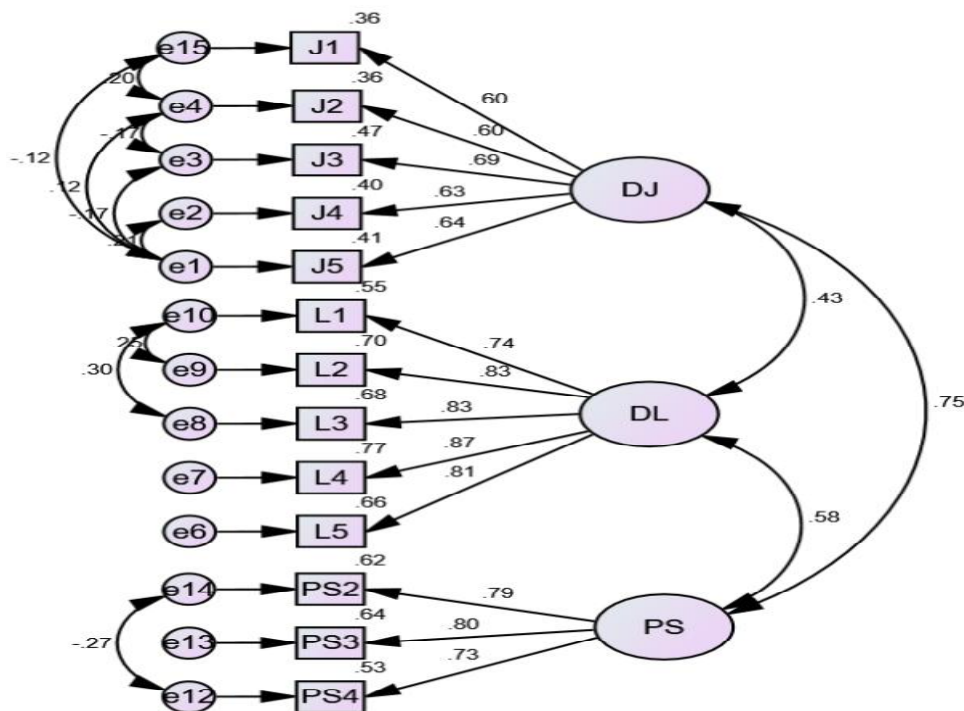
Tourism encounters often include happy and enjoyable emotions (Aho, 2001; McIntosh & Siggs, 2005, Goossens, 2000). Emotions are response behaviour to specific experiences associated with tourism experiences. (Cohen & Areni, 1991). Carr (2002) notes that tourists have a higher propensity for pleasure-seeking experiences while on holidays. This means that emotions that are felt, relate to an event or experience that most frequently involve others (Beesley, 2005). Emotions play a role in the purchase of tourism and leisure services (e.g., Chuang, 2007; Goossens, 2000; Kwornik & Ross, 2007). Previous studies assess the effect of emotions on tourist satisfaction (e.g., de Rojas & Camarero, 2008; del Bosque & San Martin, 2008) and their consequent behaviours (e.g., Bigné et. al, 2005). Bigne and Andreu (2004) support emotion to be a segmentation variable for tourism services. There are fewer studies that measure emotional associations with tourism destinations (Yuksel et. al, 2010). Prior study has also assessed destination emotion with place attachment. (Hosany et al, 2015).

Emotional studies highlight the role of surprise element as a precedent for positive emotions felt on tour. The surprise is often characterized as a neutral valence and short-lived emotion that arises as a result of unexpected occurrences (Meyer et. al, 1997). Westbrook and Oliver (1991) note that positively surprised customers are usually more satisfied and exhibit higher

levels of loyalty. A positive surprise is also associated with customer delight and customer retention (Rust and Oliver 2000). Positive emotions arising from the holiday experience enhance an individual's sense of well-being and contribute to one's overall happiness with life (Gilbert and Abdullah 2004; Sirgy 2010).

Hosany and Gilbert (2010) developed a scale to measure the diversity and intensity of tourists' emotional experiences toward destinations. The 15 item scale has three dimensions (joy, love, and positive surprise) (Hosany and Gilbert, 2010). Joy is often associated with positive outcomes such as when a person believes that one is making reasonable progress toward the realization of one's goals (Lazarus 1991). The love dimension includes items such as tenderness, caring, and affection. Prior research has established the relevance of love as a marketing construct (e.g., Kleine et. al, 1995; Ahuvia 2005; Carroll and Ahuvia 2006; Albert et. al, 2008)

Figure 5.1: Measurement Model – Destination Emotion



DJ: Destination joy, DL: Destination Love, PS: Positive surprise

Table 5.1: Model Fit Measures for destination emotion

Measure	Estimate	Threshold	Interpretation
CMIN	259.794	--	--
DF	53	--	--
CMIN/DF	4.902	Below 5	Acceptable
CFI	0.932	>0.900	Moderate
RMR	0.034	<0.08	Excellent
RMSEA	0.093	< 0.08	Acceptable

Table 5.2: Cutoff Criteria for model fit

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
RMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06

The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper et. al (2008). Gaskin, J. & Lim, J. (2016), "Model Fit Measures" for AMOS Plugin was used. Refer to table 5.1 for details.

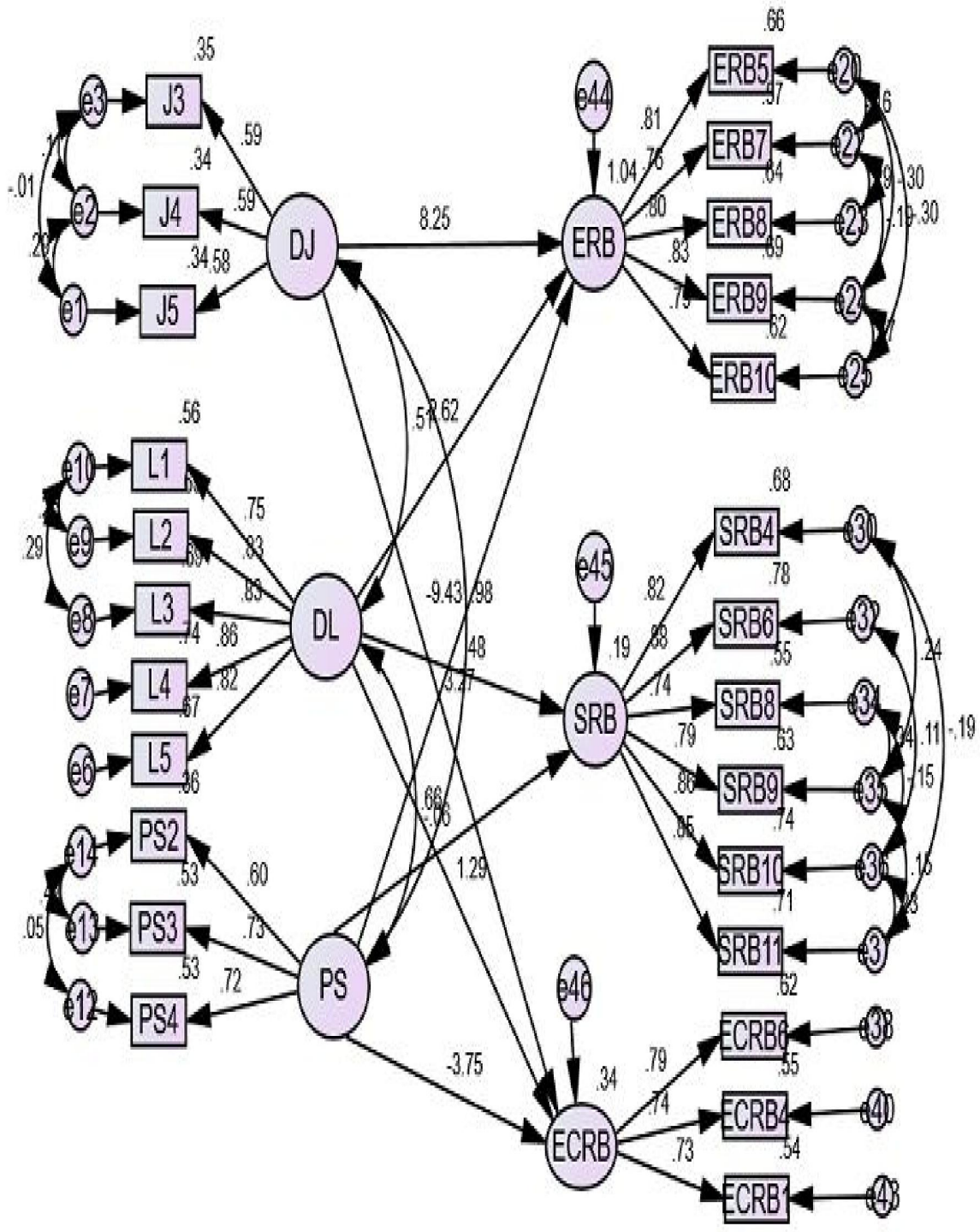
Table 5.3 Regression Weights Destination Emotion Scale

			Estimate
J5	<---	DJ	.639
J4	<---	DJ	.632
J3	<---	DJ	.689
J2	<---	DJ	.599
L5	<---	DL	.811
L4	<---	DL	.875
L3	<---	DL	.827
L2	<---	DL	.834
L1	<---	DL	.743
PS4	<---	PS	.727
PS3	<---	PS	.800
PS2	<---	PS	.790
J1	<---	DJ	.596

As observed in the table 5.3 above, the standardized regression weights of the scale are above 0.05 and thus acceptable.

The destination emotion scale was assessed against stakeholder responsible behaviour scale explained in chapter 3. The model after deleting the values with low loadings is depicted in the below figure.

Fig 5.2: Structural model explaining the relationships between dimensions of destination emotion with the dimensions of stakeholder responsible behaviour



Note: DJ: Destination Joy, DL: Destination Love, PS: Positive Surprise, ERB: Environmentally Responsible Behavior, SRB: Socially Responsible Behavior, ECRB: Economic Responsible Behavior

The model fit measures of the structural model (Figure 5.2) are provided in table 5.4.

Table 5.4: Model Fit Measures: Structural model Destination emotion and stakeholder responsible behaviour

Measure	Estimate	Threshold	Interpretation
CMIN	991.235	--	--
DF	244	--	--
CMIN/DF	4.062	Below 5	Acceptable
CFI	0.902	>0.900	Moderate
RMSEA	0.08	< 0.08	Acceptable

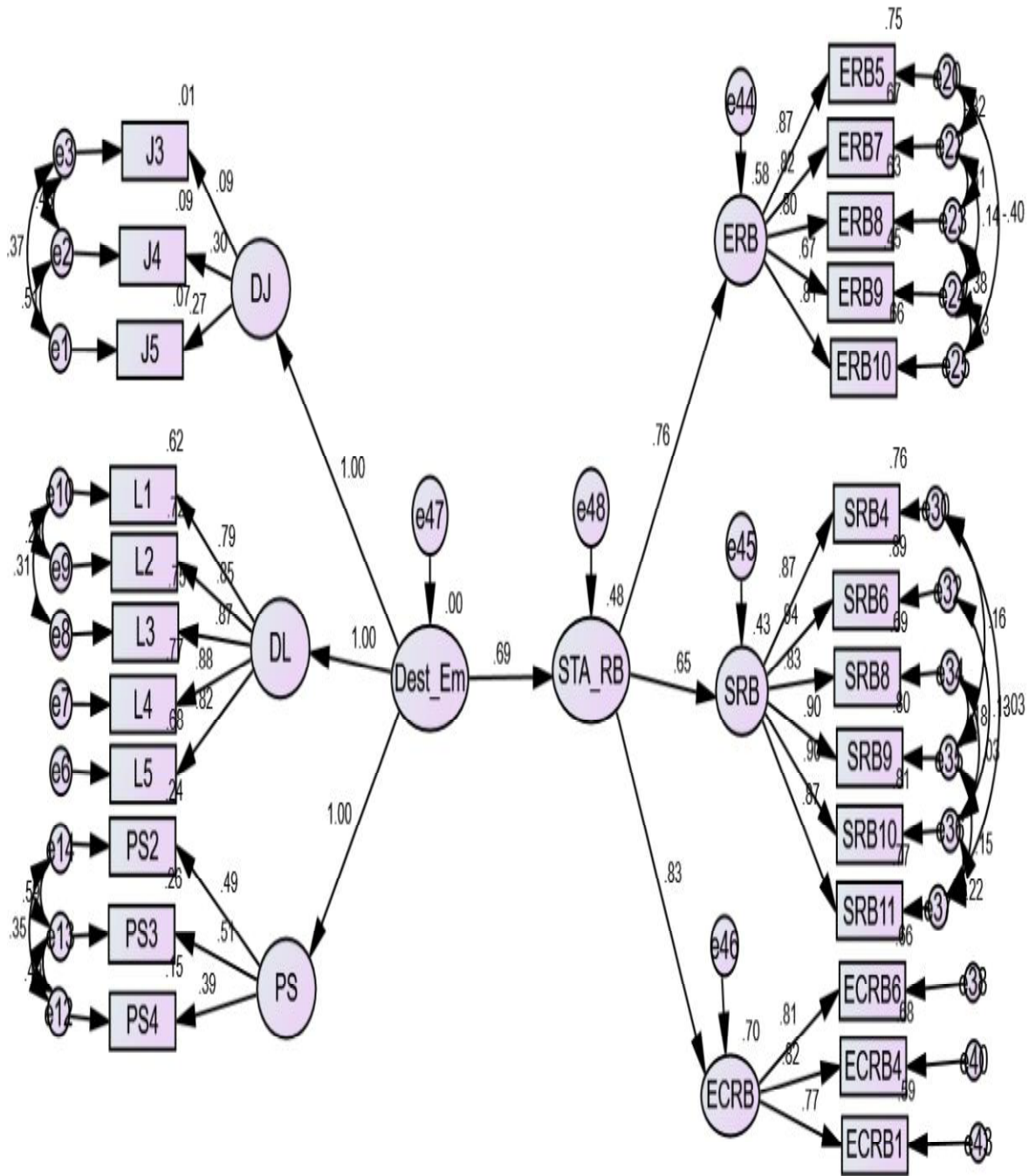
Table 5.5: Cutoff Criteria: Structural Model

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
RMSEA	>0.08	>0.06	<0.06

5.1 Effect of destination emotion on stakeholder responsible behaviour

To assess the impact of the construct destination emotion on stakeholder responsible behaviour, second-order CFA was performed. Second-order CFA provides an opportunity to assess the relationship between the base constructs. Figure 5.3 depicts the second-order CFA among destination emotion and stakeholder responsible behaviour.

Fig 5.3: Structural model explaining the relationships between destination emotions with the stakeholder responsible behaviour basis second-order EFA.



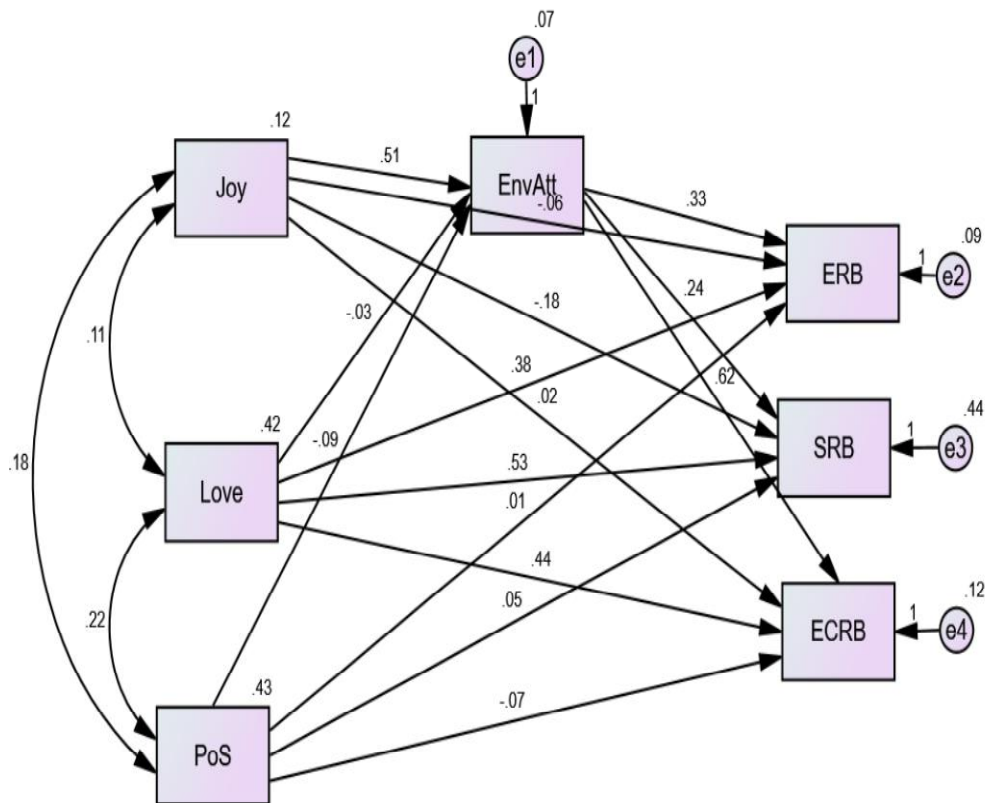
Notes: DJ: Destination Joy, DL: Destination Love, PS: Positive Surprise, Dest_Em: Destination Emotion, STA_RB: Stakeholder Responsible Behaviour, ERB: Environmentally responsible behaviour, SRB: Socially responsible behaviour, ECRB: Economic responsible behaviour

As evident from the above figure (Figure 5.3), there is a significant effect of destination emotion on stakeholder responsible behaviour.

5.2 Testing for the mediating effect of environmental attitude

To test the mediating effect of environmental attitude on the three dimensions of the responsible behaviour and place attachment, multi-group SEM was employed (Hair et al., 2010). To test the mediation, study constructs were imputed and model was plotted (refer figure 5.3). Imputing the constructs help evaluate the direct and indirect effects of the mediating variable on the dependent-independent relationships.

Figure 5.4: Model to assess the relationship between the dimensions of destination emotion and stakeholder responsible behaviour mediated by environmental attitude.



Notes: Joy: Destination Joy, Love: destination Love, PoS: Positive Surprise, EnvAtt: Environmental Attitude, ERB: Environmentally Responsible Behaviour, SRB: Socially Responsible Behaviour, ECRB: Economic Responsible behaviour

5.3 Environmental attitude construct

Environmental attitude construct was assessed for testing its mediation in the model. Environmental attitude as a construct is expected to significantly impact responsible behaviour. The detailed explanation of the environmental attitude construct is provided in the previous chapter (chapter number 4). The findings basis the EA mediation are enumerated in table 5.6 below.

Table 5.6: Standardized regression weights comparison among the two models differed basis high and low environmental attitude of destination emotion - stakeholder responsible behaviour

Sr No	Path	Indirect	Direct	Mediation Effect
1	Pos - Env Att - ECRB	-0.079	-0.089	No Mediation
2	Pos - Env Att - ERB	-0.05	0.01	Partial Mediation
3	Pos - Env Att - SRB	-0.02	0.047	Partial Mediation
4	Love - Env Att - ECRB	-0.023	0.592	Full Mediation
5	Love - Env Att - ERB	-0.015	0.615	Full Mediation
6	Love- Env Att – SRB	-0.006	0.46	Full Mediation
7	Joy - Env Att – ECRB	0.228	0.014	No Mediation
8	Joy - Env Att – ERB	0.144	-0.048	No Mediation
9	Joy- Env Att – SRB	0.057	-0.082	No Mediation

As evident from table 5.6, environmental attitude fully mediates the relationship between the path's destination love - environmentally responsible behaviour, destination love - socially responsible behaviour and destination love - economic responsible behaviour. There is partial mediation between the paths positive surprise - environmentally responsible

behaviour and positive surprise - socially responsible behaviour. There is no mediation between the path's destination joy - environmentally responsible behaviour, destination joy - socially responsible behaviour, destination joy - economic responsible behaviour and positive surprise and economic responsible behaviour.

5.4 Moderation basis stakeholder type

To test the moderating effects based on stakeholder type on the three dimensions of the responsible behaviour and destination emotion, multi-group SEM was employed (Hair et al., 2010). Two stakeholders' residents and tourists were considered in the current study. Such technique consists of two main steps: measurement invariance; and structural model estimate (i.e. structural invariance). While measurement invariance examines whether relationships between latent constructs and measured variables are invariant between groups, structural model estimate tests whether regression weights for each of the structural paths are statistically invariant between the groups (Byrne, 2004; Hair et al., 2010). In this study, the corresponding data were divided into two stakeholders resident (n: 220) and tourist (n: 223).

Table 5.7: Standardized regression weights comparison among the two models differed basis stakeholder classification as resident and tourist

5.7: Standardized Regression Weights – Resident-tourist moderation				
			Resident	Tourist
			Estimate	Estimate
ECRB	<---	PS	2.084	-2.628
SRB	<---	PS	3.467	-1.395
ERB	<---	PS	2.304	-3.962

ECRB	<---	DL	-0.723	1.649
SRB	<---	DL	-1.324	1.132
ERB	<---	DL	-0.578	2.386
ECRB	<---	DJ	-1.645	1.706
ERB	<---	DJ	-1.691	2.28
SRB	<---	DJ	-2.686	0.715

Table 5.8: Z test to assess the group differences among the two stakeholders Resident and Tourist

Regression Weights: (Tourist - Default model)							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	PS	-2.394	0.064	2.352	0.019	-2.901***
SRB	<---	PS	-1.979	0.108	3.808	0.016	-2.884***
ERB	<---	PS	-4.688	0.091	2.799	0.01	-2.51**
ECRB	<---	DL	1.667	0.015	-0.699	0.117	2.902***
SRB	<---	DL	1.783	0.006	-1.245	0.074	3.191***
ERB	<---	DL	3.132	0.024	-0.601	0.214	2.534**
ECRB	<---	DJ	1.838	0.203	-4.223	0.028	2.526**
ERB	<---	DJ	3.191	0.261	-4.67	0.025	2.234**
SRB	<---	DJ	1.201	0.338	-6.709	0.027	2.407**

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

Basis the z-scores plotted in the above table, it can be concluded that the two groups resident and tourists are different on all the nine paths. On the path PS to ECRB, PS to SRB, DL to ECRB and DL to SRB, the difference is significant at < 0.01. On path PS to ERB, DL to ERB, DJ to ECRB, DJ to SRB and DJ to ERB the difference is significant at < 0.05.

CHAPTER 6

MODEL EVALUATION & HYPOTHESIS TESTING

The model was tested using structural equation modelling (SEM). SEM is a statistical modelling tool that can explain relationships between multiple variables and therefore be used to define a model to explain the entire set of relationship. SEM can handle regression analysis where the dependent variable can also be the independent variable (Hair et al, 2006, Afthanorhan 2014).

In an attempt to understand the relationship between the two independent variables, place attachment (two dimensions) and destination emotion (three dimensions) and the dependent variable stakeholder responsible behaviour (three dimensions). This chapter explains the testing of the hypothesis basis the models evaluated in the study. The explanation is based on the analysis in the chapters' chapter 4 and chapter 5 that relates the model basis the relationship of the constructs place attachment and destination emotion with stakeholder responsible behaviour

The hypothesis, developed further, as the thesis proceeds are as follows:

H1: Place attachment has a significant impact on stakeholder responsible behaviour

As observed in Table 6.1 below, the relationship between place attachment and stakeholder responsible behaviour is significant. Thus, it can be concluded that place attachment has an impact on stakeholder responsible behaviour. Hence hypothesis H1 is supported.

Table 6.1: Standardized Regression Weights: Place Attachment – Stakeholder Responsible Behaviour			
			Estimate
Stakeholder_RB	<---	PL_ATT	0.38

H1a: Place identity has a significant impact on environmentally responsible behaviour

As explained in the previous chapter and observed in the table below (Table 6.2), the relationship between place identity and environmentally responsible behaviour is significant. Hence hypothesis H1a is supported.

Table 6.2							
Regression weights: Place Identity to Environmentally Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	PI	0.429	0.061	6.982	***	par_24

H1b: Place dependence has a significant impact on environmentally responsible behaviour

As observed in the table below (Table 6.3), the relationship between place dependence and environmentally responsible behaviour is significant. Hence hypothesis H1b is supported.

Table 6.3							
Regression weights: Place Dependence to Environmentally Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	PD	-0.147	0.031	-4.82	***	par_27

H1c: Place identity has a significant impact on socially responsible behaviour

As explained in the previous chapter and observed in the table below (Table 6.4), the relationship between place identity and socially responsible behaviour is significant. Hence hypothesis H1c is supported.

Table 6.4							
Regression weights: Place Identity to Socially Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
SRB	<---	PI	0.199	0.067	2.953	0.003	par_25

H1d: Place dependence has a significant impact on socially responsible behaviour

As explained in the previous chapter and observed in the table below (Table 6.5), the relationship between place dependence and socially responsible behaviour is significant. Hence hypothesis H1d is supported.

Table 6.5							
Regression weights: Place Dependence to Socially Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
SRB	<---	PD	0.07	0.035	1.964	0.05	par_28

H1e: Place identity has a significant impact on economic responsible behaviour

As explained in the previous chapter and observed in the table below (Table 6.6), the relationship between place identity and economic responsible behaviour is significant. Hence hypothesis H1e is supported.

Table 6.6							
Regression weights: Place Identity to Economic Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ECRB	<---	PI	0.423	0.065	6.465	***	par_26

H1f: Place dependence has a significant impact on economic responsible behaviour

As explained in the previous chapter and observed in the table below (Table 6.7), the relationship between place dependence and economic responsible behaviour is significant. Hence hypothesis H1f is supported.

Table 6.7							
Regression weights: Place Dependence on Economic Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ECRB	<---	PD	-0.086	0.032	-2.703	0.007	par_29

H2: Destination Emotion has a significant impact on stakeholder responsible behaviour

As observed in the table below (Table 6.8), the relationship between place attachment and stakeholder responsible behaviour is significant. Hence hypothesis H1 is supported.

Table 6.8			
Standardized Regression Weights: Destination Emotion – Stakeholder Responsible Behaviour			
			Estimate
Stakeholder_RB	<---	Destination Emotion	0.692

H2a: Destination Joy has a significant impact on Environmentally Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.9), destination joy does not have a significant impact on environmentally responsible behaviour. Hence hypothesis H2a is not supported.

Table 6.9							
Regression weights: Destination Joy to Environmentally Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	DJ	15.398	14.48	1.063	0.288	

H2b: Destination Joy has a significant impact on Socially Responsible Behavior

As explained in the previous chapter and observed in the table below, the relationship between destination joy and socially responsible behaviour is not significant. Hence hypothesis H2b is not supported.

Table 6.10							
Regression weights: Destination Joy to Socially Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
SRB	<---	DJ	14.355	13.473	1.066	0.287	

H2c: Destination Joy has a significant impact on Economic Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.11), the relationship between destination joy and economic responsible behaviour is not significant. Hence hypothesis H2c is not supported.

Table 6.11							
Regression weights: Destination Joy to Economic Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ECRB	<---	DJ	10.052	9.418	1.067	0.286	

H2d: Destination Love has a significant impact on Environmentally Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.12), the relationship between destination love and environmentally responsible behaviour is not significant. Hence hypothesis H2d is not supported.

Table 6.12							
Regression weights: Destination Love to Environmentally Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	DL	2.861	2.226	1.285	0.199	

H2e: Destination Love has a significant impact on Socially Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.13), the relationship between destination love and socially responsible behaviour is not significant. Hence hypothesis H2e is not supported.

Table 6.13							
Regression weights: Destination Love to Socially Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
SRB	<---	DL	2.555	2.071	1.233	0.217	

H2f: Destination Love has a significant impact on Economic Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.14), the relationship between destination love and economic responsible behaviour is not significant.

Hence hypothesis H2f is not supported

Table 6.14							
Regression weights: Destination Love to Economic Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ECRB	<---	DL	1.882	1.448	1.3	0.194	

H2g: Positive Surprise has a significant impact on Environmentally Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.15), the relationship between positive surprise and environmentally responsible behaviour is not significant. Hence hypothesis H2g is not supported.

Table 6.15							
Regression weights: Positive Surprise to Environmentally Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ERB	<---	PS	-13.612	12.83	-1.061	0.289	

H2h: Positive Surprise has a significant impact on Socially Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.16), the relationship between positive surprise and socially responsible behaviour is not significant.

Hence hypothesis H2h is not supported.

Table 6.16							
Regression weights: Positive Surprise to Socially Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
SRB	<---	PS	-12.739	11.939	-1.067	0.286	

H2i: Positive Surprise has a significant impact on Economic Responsible Behavior

As explained in the previous chapter and observed in the table below (Table 6.17), the relationship between positive surprise and economic responsible behaviour is not significant. Hence hypothesis H2i is not supported

Table 6.17							
Regression weights: Positive Surprise to Economic Responsible Behaviour							
			Estimate	S.E.	C.R.	P	Label
ECRB	<---	PS	-8.819	8.344	-1.057	0.291	

H3: The association between the constructs place attachment and stakeholder responsible behaviour will be mediated by environmental attitude

The mediation of environmental attitude was tested for its effect on place attachment and stakeholder responsible behaviour. A mediation model proposes that the independent variable influences the (non-observable) mediator variable, which in turn influences the dependent variable

H3a: The association between place identity and environmentally responsible behaviour is mediated by environmental attitude

Environmental attitude partially mediated the relationship between place identity and environmentally responsible behaviour. Hence H3a is supported. (Refer to Table 6.18)

Table 6.18						
Environmental Attitude mediation on Place Identity and Environmentally Responsible Behaviour						
Place Attachment Dimension	Stakeholder Responsible Behaviour Dimension	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PI	ERB	0.001	0.001	Significant	Significant	Partial Mediation

H3b: The association between place dependence and environmentally responsible behaviour is mediated by environmental attitude

Environmental attitude did not mediate the relationship between place dependence and environmentally responsible behavior. Hence H3b is not supported. (Table 6.19)

Table 6.19						
Environmental Attitude mediation on Place Dependence and Environmentally Responsible Behaviour						
Place Attachment Dimension	Stakeholder Responsible Behaviour Dimension	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PD	ERB	0.915	0.001	Insignificant	Significant	No Mediation

H3c: The association between place identity and socially responsible behavior is mediated by environmental attitude

Environmental attitude fully mediated the relationship between place identity and socially responsible behaviour. Hence H3c is supported. (Refer table 6.20)

Table 6.20						
Environmental Attitude mediation on Place Identity and Socially Responsible Behaviour						
Place Attachment Dimension	Stakeholder Responsible Behaviour Dimension	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PI	SRB	0.017	0.284	Significant	Insignificant	Full Mediation

H3d: The association between place dependence and socially responsible behaviour is mediated by environmental attitude

Environmental attitude did not mediate the relationship between place dependence and socially responsible behaviour. Hence H3d is not supported. (Refer table 6.21)

Table 6.21						
Environmental Attitude mediation on Place Dependence and Socially Responsible Behaviour						
Place Attachment Dimension	Stakeholder Responsible Behaviour Dimension	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PD	SRB	0.821	0.029	Insignificant	Significant	No Mediation

H3e: The association between Place Identity and Economic Responsible Behaviour is mediated by Environmental Attitude

Environmental attitude partially mediated the relationship between place identity and economic responsible behaviour. Hence H3e is supported. (Refer to Table 6.22)

Table 6.22 Environmental Attitude mediation on Place Identity and Economic Responsible Behaviour						
Place Attachment Dimensions	Stakeholder Responsible Behaviour Dimensions	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PI	ECRB	0.001	0.001	Significant	Significant	Partial Mediation

H3f: The association between place dependence and economic responsible behaviour is mediated by environmental attitude

Environmental attitude did not mediate the relationship between place dependence and economic responsible behaviour (Refer to table 6.23). As per the Z score value, there is no significant difference between the two groups. Hence H3f is not supported.

Table: 6.23 Environmental Attitude mediation on Place Dependence and Economic Responsible Behaviour						
Place Attachment Dimensions	Stakeholder Responsible Behaviour Dimensions	Indirect (Values)	Direct (Values)	Indirect	Direct	Mediation
PD	ECRB	0.909	0.002	Insignificant	Significant	No Mediation

H4: The relationship between the dimensions of destination emotion and stakeholder responsible behaviour will be mediated by environmental attitude

The mediation of environmental attitude was tested for its effect on destination emotion and stakeholder responsible behaviour. A mediation model proposes that the independent

variable influences the (non-observable) mediator variable, which in turn influences the dependent variable

H4a: The relationship between the dimension destination joy and environmentally responsible behaviour will be mediated by environmental attitude

Environmental attitude did not mediate the relationship between destination joy and environmentally responsible behaviour (Refer to table 6.24). Hence H4a is not supported.

Table: 6.24			
Environmental attitude mediation between destination joy and environmentally responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Joy - Env Att – ERB	0.144	-0.048	No Mediation

H4b: The relationship between destination love and environmentally responsible behaviour will be mediated by environmental attitude

Environmental attitude fully mediated the relationship between destination love and environmentally responsible behaviour (Refer to table 6.25). Hence H4b is supported.

Table 6.25			
Environmental attitude mediation between destination love and environmentally responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Love - Env Att - ERB	-0.015	0.615	Full Mediation

H4c: The relationship between positive surprise and environmentally responsible behaviour will be mediated by environmental attitude

Environmental attitude partially mediated the relationship between positive surprise and environmentally responsible behaviour (Refer to table 6.26). Hence H4c is supported.

Table 6.26			
Environmental attitude mediation between positive surprise and environmentally responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Pos - Env Att - ERB	-0.05	0.01	Partial Mediation

H4d: The relationship between destination joy and socially responsible behaviour will be mediated by environmental attitude

Environmental attitude did not mediate the relationship between destination joy and socially responsible behaviour (Refer to table 6.27). Hence H4d is not supported.

Table 6.27			
Environmental attitude mediation between destination joy and socially responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Joy- Env Att – SRB	0.057	-0.082	No Mediation

H4e: The relationship between destination love and socially responsible behaviour will be mediated by environmental attitude

Environmental attitude mediated the relationship between destination love and socially responsible behaviour (Refer to table 6.28). Since the direct effect is insignificant and indirect is significant, there is full mediation. Hence H4e is supported.

Table: 6.28			
Environmental attitude mediation between destination love and socially responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Love- Env Att – SRB	-0.006	0.46	Full Mediation

H4f: The relationship between positive surprise and socially responsible behaviour will be mediated by environmental attitude

Environmental attitude partially mediated the relationship between positive surprise and socially responsible behaviour (Refer to table 6.29). Since the direct effect is significant and indirect is significant, there is partial mediation. Hence H4f is supported.

Table: 6.29			
Environmental attitude mediation between positive surprise and socially responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Pos - Env Att - SRB	-0.02	0.047	Partial Mediation

H4g: The relationship between destination joy and economic responsible behaviour will be mediated by environmental attitude.

Environmental attitude did not mediate the relationship between destination joy and economic responsible behaviour (Refer to table 6.30). Since the direct effect is significant and indirect is insignificant, there is no mediation. Hence H4g is not supported.

Table: 6.30			
Environmental attitude mediation between destination joy and economic responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Joy - Env Att – ECRB	0.228	0.014	No Mediation

H4h: The relationship between destination love and economic responsible behaviour will be mediated by environmental attitude

Environmental attitude mediated the relationship between destination love and economic responsible behaviour (Refer to table 6.31). Since the direct effect is insignificant and indirect is significant, there is full mediation. Hence H4h is supported.

Table: 6.31			
Environmental attitude mediation between destination love and economic responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Love - Env Att - ECRB	-0.023	0.592	Full Mediation

H4i: The relationship between positive surprise and economic responsible behaviour will be mediated by environmental attitude

Environmental attitude did not mediate the relationship between positive surprise and economic responsible behaviour (Refer to table 6.32). Since both direct and indirect effects are insignificant, there is no mediation. Hence H4i is not supported.

Table: 6.32			
Environmental attitude mediation between positive surprise and economic responsible behaviour			
Path	Indirect	Direct	Mediation Effect
Pos - Env Att - ECRB	-0.079	-0.089	No Mediation

H5: The relationship between the dimensions of place attachment and stakeholder responsible behaviour will be moderated by stakeholder type.

H5a: The relationship between place identity and environmentally responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for a relationship between place identity and environmentally responsible behaviour. For tourists, place identity leading to environmentally responsible behaviour is weak.

For residents, place identity leading to environmentally responsible behaviour is strong. The difference between the groups is significant at < 0.01 . Hence H5a is supported.

Table 6.33							
Stakeholder Type moderation between place identity and environmentally responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ERB	<---	PI	0.051	0.278	0.655	***	-4.442***

H5b: The relationship between place dependence and environmentally responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between place dependence and environmentally responsible behaviour. For tourists, place dependence leading to environmentally responsible behaviour is strong.

For residents, place dependence leading to environmentally responsible behaviour is weak. The difference between the two groups is significant at < 0.01 level. Hence H5b is supported. Refer to table 6. 34.

Table 6.34							
Stakeholder Type moderation between place dependence and environmentally responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ERB	<---	PD	-0.032	0.314	-0.22	***	2.951***

H5c: The relationship between place identity and socially responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for a relationship between place identity and socially responsible behaviour. For tourists, place identity leading to socially responsible behaviour is weak. For residents, place identity leading to socially responsible behaviour is strong. The difference between the two groups is significant at < 0.01 level (Refer table 6.35). Hence H5c is supported.

Table 6.35							
Stakeholder Type moderation between place identity and socially responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
SRB	<---	PI	-0.083	0.132	0.411	***	-3.789***

H5d: The relationship between place dependence and socially responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for a relationship between place dependence and socially responsible behaviour. For tourists, place dependence leading to socially responsible behaviour is strong. For residents, place dependence leading to socially responsible behaviour is weak. The difference between the two groups is significant at < 0.01 level (Refer table 6.36). Hence H5d is supported.

Table 6.36							
Stakeholder Type moderation between place dependence and socially responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
SRB	<---	PD	0.263	***	-0.142	0.01	5.874***

H5e: The relationship between place identity and economic responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for a relationship between place identity and economic responsible behaviour. As an observed basis the Z score, there is no significant difference between the two groups on the path place identity and economic responsible behaviour (refer table 6.37). Hence H5e is not supported.

Table 6.37							
Stakeholder Type moderation between place identity and economic responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	PI	0.277	***	0.346	0.006	-0.468

H5f: The relationship between place dependence and economic responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between place dependence and economic responsible behaviour. For tourists, place dependence leading to economic responsible behaviour is strong. For residents, Place dependence leading to economic responsible behaviour is weak. The

difference between the two groups is significant at < 0.05 level (Refer table 6.38). Hence H5f is supported.

Table 6.38							
Stakeholder Type moderation between place dependence and economic responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	PD	0.026	0.343	-0.095	0.026	2.391**

H6: The relationship between the dimensions of destination emotion and stakeholder responsible behaviour will be moderated by stakeholder type.

H6a: The relationship between destination joy and environmentally responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination joy and environmentally responsible behaviour. For tourists, destination joy leading to environmentally responsible behaviour is strong. For residents, destination joy leading to environmentally responsible behaviour is weak. The difference between the two groups is significant at < 0.05 level (Refer table 6.39). Hence H6a is supported.

Table 6.39							
Stakeholder Type moderation between destination joy and environmentally responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ERB	<---	DJ	3.191	0.261	-4.67	0.025	2.234**

H6b: The relationship between destination love and environmentally responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination love and environmentally responsible behaviour. For tourists, destination love leading to environmentally responsible behaviour is weak. For residents, destination love leading to environmentally responsible behaviour is strong. The difference between the two groups is significant at < 0.05 level (Refer table 6.40). Hence H6b is supported.

Table 6.40 Stakeholder Type moderation between destination love and environmentally responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ERB	<---	DL	3.132	0.024	-0.601	0.214	2.534**

H6c: The relationship between positive surprise and environmentally responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between positive surprise and environmentally responsible behaviour. For tourists, positive surprise leading to environmentally responsible behaviour is strong. For residents, positive surprise leading to environmentally responsible behaviour is weak. The difference between the two groups is significant at < 0.05 level (Refer table 6.41). Hence H6c is supported.

Table 6.41							
Stakeholder Type moderation between positive surprise and environmentally responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ERB	<---	PS	-4.688	0.091	2.799	0.01	-2.51**

H6d: The relationship between destination joy and socially responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination joy and socially responsible behaviour. For tourists, destination joy leading to socially responsible behaviour is strong. For residents, destination joy leading to socially responsible behaviour is weak. The difference between the two groups is significant at < 0.05 level (Refer table 6.42). Hence H6d is supported.

Table 6.42							
Stakeholder Type moderation between destination joy and socially responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
SRB	<---	DJ	1.201	0.338	-6.709	0.027	2.407**

H6e: The relationship between destination love and socially responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination love and socially responsible behaviour. For tourists, destination love leading to socially responsible behaviour is weak. For residents, destination

love leading to socially responsible behaviour is strong. The difference between the two groups is significant at < 0.01 level (Refer table 6.43). Hence H6e is supported.

Table 6.43							
Stakeholder Type moderation between destination love and socially responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
SRB	<---	DL	1.783	0.006	-1.245	0.074	3.191***

H6f: The relationship between positive surprise and socially responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between positive surprise and socially responsible behaviour. For tourists, positive surprise leading to socially responsible behaviour is weak. For residents, positive surprise leading to socially responsible behaviour is strong. The difference between the two groups is significant at < 0.01 level (Refer table 6.44). Hence H6f is supported

Table 6.44							
Stakeholder Type moderation between positive surprise and socially responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
SRB	<---	PS	-1.979	0.108	3.808	0.016	-2.884***

H6g: The relationship between destination joy and economic responsible behaviour will be moderated by stakeholder type.

Table 6.45							
Stakeholder Type moderation between destination joy and economic responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	DJ	1.838	0.203	-4.223	0.028	2.526**

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination joy and economic responsible behaviour. For tourists, destination joy leading to economic responsible behaviour is strong. For residents, destination joy leading to economic responsible behaviour is weak. The difference between the two groups is significant at < 0.05 level (Refer table 6.45). Hence H6g is supported.

H6h: The relationship between destination love and economic responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between destination love and economic responsible behaviour. For tourists, destination love leading to economic responsible behaviour is weak. For residents, destination love leading to economic responsible behaviour is strong. The difference between the two groups is significant at < 0.01 level. Hence H5h is supported.

Table 6.46							
Stakeholder Type moderation between destination love and economic responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	DL	1.667	0.015	-0.699	0.117	2.902***

H6i: The relationship between positive surprise and economic responsible behaviour will be moderated by stakeholder type.

Researchers assessed moderation between the two stakeholders' residents and tourists for the relationship between positive surprise and economic responsible behaviour. For tourists, positive surprise leading to economic responsible behaviour is strong. For residents, positive surprise leading to economic responsible behaviour is weak. The difference between the two groups is significant at < 0.01 level. Hence H6i is supported

Table 6.47							
Stakeholder Type moderation between positive surprise and economic responsible behaviour							
			Tourist		Resident		
			Estimate	P	Estimate	P	z-score
ECRB	<---	PS	-2.394	0.064	2.352	0.019	-2.901***

CHAPTER 7

DISCUSSION OF CONTRIBUTIONS, FINDINGS AND IMPLICATIONS

In this research, the main aim was to improve the understanding of the determinants of the responsible behaviour of stakeholders by examining the emotional bonding that people share with places in the tourism destination setting. Encouraging the stakeholder to be proactive in their responsible behaviours has been identified as an urgent global imperative to reduce the negative impacts of tourism-related activities on the destination environment. Specifically, this study sought to better understand how tourism stakeholders' place attachment and emotions felt at the destination (Measured as destination emotion) influence their responsible behaviour on the three dimensions of environmental, social and economic responsibility. The mediating effect of environmental attitude and the moderating effect of the differences among the two stakeholders' residents and tourists was also examined. The purpose of assessing the mediating effect of environmental attitude was to see how environmental orientations of stakeholders, impact their overall contribution towards their three dimensions of responsible behaviour. Previous studies have found that environmental attitude impacted environmentally responsible behaviour. In the current study, authors assess the impact of environmental attitude on social and economic responsible behaviour. It was expected that the comparison of the two stakeholders' residents and tourists on the place attachment and destination emotion measures and its consequent impact of their responsible behaviour will provide an interesting understanding about how responsibilities of the stakeholders differ from one another. This study provided interesting pieces of evidence of the differences among the two tourism stakeholders' residents and tourists on responsibility dimension.

Additionally, given the paucity of knowledge relating to responsible behaviour in destination particularly in developing countries, this study conducted in Goa, India in an attempt to plug this literature gap. India being a developing nation, with greater dependence on tourism for its economic wellbeing, enforces the requirement of managing the tourism businesses responsibly. The potential beneficiaries of this research, therefore, include tourism stakeholder as well as destination managers and government agencies.

7.1 Study Contribution

The research contributed to the existing body of research in a multifold manner. The primary contribution was the development of a measurement scale to measure 'stakeholder responsible behaviour'. In the process of developing the scale, the authors attempted to create greater clarity on the relationships between the triple bottom line approach to sustainability and the responsible behaviour in tourism scenario. This was mainly based on the understanding of the impacts of the factors place attachment (2 dimensions of place attachment - place identity and place dependence) and destination emotion (three dimensions of destination emotion -destination joy, destination love and positive surprise) on the three-dimensional stakeholder responsible behaviour measure.

7.1.1 Stakeholder responsible behaviour scale

Considering destination sustainability, responsible behavior of the stakeholders involved is a necessity. The existing scales are seen to assess the responsible behaviour of a stakeholder group either tourists or residents at a time (e.g. Su and Swanson, 2017; Chiu, Lee and Chen, 2013; Juvan & Dolnicar, 2016). Additionally, the environmental responsibility of tourists and residents have been repeatedly studied in a tourism setting. Social responsibility is also assessed in some of the research studies (Imran et. al, 2014). From the perspective of the tourism businesses and tourism organizations, responsibilities are assessed from the

perspective of corporate social responsibility which is assessed as a mandated parameter for businesses to sustain (Horng, Hsu, & Tsai, 2018). Thus, in most cases, a particular stakeholder is involved in assessing their responsibilities and the existing scales are limited to assessing the responsible behaviour from either environmental or social dimension. This leaves a marginal scope to compare responsibilities among stakeholders. This further limits the coordinated efforts among stakeholders for sustainable destination development. Hence, a stakeholder responsible behaviour scale can be useful to measure the responsible behaviour of multiple stakeholders.

Existing literature does not provide a scale to measure responsible behaviour for multiple stakeholders. The scale designed in the current study measures the responsible behaviour of stakeholders based on the triple bottom line approach of sustainability. Three factors to assess responsibility were proposed in the current study. These factors were the dimensions of the TBL aspects of sustainability. This is based on the fundamental understanding that responsibility emerged as a solution to the sustainability-related issues. Thus, in the current study, the responsibility is assessed basis the three dimensions of environmental, economic and social dimension similar to the TBL concept of sustainability. The three types of responsible behaviours are defined below.

Environmentally Responsible Behavior (ERB)

Stakeholders who advocate environmentally responsible behaviour, showcase greater effort towards environmental management. Higher environmentally responsible behaviour is expected to lead to destination sustainability in the long run.

Socially Responsible Behavior (SRB)

The stakeholders advocating the social responsibility dimension, have a greater inclination towards the social and cultural factors that are affected due to tourism-related activities.

Increased socially responsible behaviour is expected to bring greater harmonious relationship among the different stakeholders.

Economic Responsible Behavior (ECRB)

Economic responsibility is the ability of the stakeholders to accept the economic compromise for destination sustainability. Stakeholders who are economically responsible, are expected to willingly contribute financially towards destinations sustainable development decisions in ways such as opting for the environmentally friendly product or service alternatives.

7.1.2 Relationship between triple bottom line approaches of sustainability and responsible tourist behaviour

The current conceptualization of responsible behaviour in tourism scenario does not significantly embrace the concept of responsible tourism based on the three dimensions of economic, social and environmental responsibility. Although environmental and social responsibility has been separately evaluated in multiple studies, the three dimensions are not effectively studied simultaneously. In the current study, a background to support the evaluation of responsible behaviour in tourism that is based on the triple bottom line principles of sustainability is provided.

7.1.3 Assessing the effect of place attachment and destination emotion towards the three dimensions environmental, social and economic responsible behaviour

Previous studies have assessed the role of place attachment and destination emotion in environmentally responsible behaviour. In the current study, the relationship of the two constructs place attachment and destination emotion with socially responsible behaviour and economic responsible behaviour is assessed.

7.2 Findings

Responsible behaviour of tourism stakeholders is the focal point of investigation in the current study (Mihalic, 2016; Frey & George, 2010; Imran, Alam & Beaumont, 2014). This study contributes to basis development and validation of stakeholder responsible behaviour scale based on stakeholder's perception in the tourism scenario. Existing studies have majorly focused on the environmental dimension of responsibility from tourists perspective and social responsibility was considered from the perspective of a destination. Thus, the study contributes to the literature by designing a measurement instrument relevant to the tourism industry from a holistic perspective. The stakeholder responsible behaviour scale developed in the current study is an important step towards the advancement of theoretical argument, particularly basis the triple bottom line principles of sustainability (Mihalic, 2016). The findings of the present study thus confirm the empirical validation of the three distinct dimensions (environmental, economic and social) of stakeholder responsible behaviour. Scale validity was confirmed by testing the causal relationship between stakeholder responsible behaviour and the pre-tested variables using structural equation modelling. The findings further suggest that stakeholders should understand and take responsibility towards the sustainability of the destination basis the three dimensions. The highly-rated dimension is the environmental dimensions of stakeholder responsible behaviour. Understanding of the responsibilities by the stakeholders is expected to bring a positive change towards the sustainability of the destination (Byrd et. al, 2008, Mihalic, 2016). This is expected to bring in a positive behavioural change among stakeholders at a destination and by this way contribute towards destination sustainability in the long run (Imran et. al, 2014).

Increased awareness around the concept of sustainability has led to destination managers bringing in changes in destination management and development decisions (Sirakaya, Jamal

and Choi, 2001). From tourism businesses perspective, they engage in multiple CSR activities as a contribution towards destination sustainability (Rafai, 2012). However, when considering a tourism destination, the role of different tourism stakeholders has to be taken into consideration (Byrd, 2008). This is because, tourism industry involves the participation of multiple stakeholders, thus making it difficult to manage the destination sustainably. (Kontogeorgopoulos, 2004). Although, tourism businesses put in a considerable amount of efforts in contributing to destination sustainability, other tourism stakeholders including residents and tourists have a role to play (Ryan, 2002). Thus, every tourism stakeholder must take responsibility for their actions in the tourism scenario. The current study provides tourism planners with a valid and reliable measurement instrument for measuring stakeholder responsible behaviour basis the triple bottom line approach of sustainability. A unique contribution of this study lies in preparing a valid scale for assessing responsible behaviour basis sustainability framework.

Enabling assessment of stakeholders responsible behaviour basis the three dimensions is a valid contribution. Although multiple studies are discussed in the tourism literature measuring responsibility from individual stakeholders types such as residents and tourists. The previous studies have also assessed responsibility based on individual responsibility dimensions such as environmental responsibility (major studies assess environmental responsibility of tourists and residents in certain cases), social responsibility (social responsibility of residents and destination social responsibility in certain cases). This measurement instrument is developed basis the scale development procedure suggested by Churchill (1979). The five-stage process included the design of a single scale to study of two distinct stakeholders- residents and tourists. Additionally, multiple tests were conducted for establishing scale validity. At the final stage, a 26-item scale was developed under three dimensions of environmental, social and economic responsibility dimension.

This section discusses the theoretical contributions of the study. First, the stakeholder responsible behaviour concept is presented as a multi-dimensional construct rather than a single-dimensional construct explained in previous studies (Cheng & Edwards, 2015; Kim and Weiler, 2013). This finding is in congruence with the conceptual proposition by Mihalic (2016) and confirms the multi-dimensionality of the stakeholder responsible behaviour construct. The significance of the study is further strengthened, as responsibility is not previously assessed basis the triple bottom line framework for sustainability, particularly in the Asian context. Second, this study supports finding of the study by Goodwin (2011) & Leslie (2012), who stated that it is impossible to achieve sustainability, without the destination stakeholders taking responsibility in the tourism context. Third, most previous studies assessing responsibility are directed towards a single stakeholder. The current measurement can be applied to different stakeholders. The requirement of such measure that can help compare the behaviour of multiple stakeholders was stated in the study by Byrd et. al (2009) & Đurkin & Perić (2017).

Most previous studies measuring responsible behaviour in tourism setting assessed environmentally responsible behaviour in different contexts and settings. The studies assessed environmentally responsible behaviour of both residents (Armah et. al, 2011; Chao, 2012) and tourists (Halpenny, 2010; Lee et. al, 2013; Lee & Moscardo, 2005; Juvan & Dolnicar, 2016). Some later studies have assessed socially responsible behaviour of residents or tourists (Su et. al, 2018; Sharma & Dyer, 2009). A study also assessed the environmentally responsible behaviour of tourists' vis-à-vis socially responsible behaviour of residents. While the two dimensions reflected in the above studies, economic responsibility dimension was not precisely perceived as a part of the responsibility. Logically, it is necessary to consider economic dimension as economic compromises are mandatory for long term sustainable developmental decisions in destination scenario. Basis

of this understanding, applying the triple bottom line approach of sustainability to assess stakeholder responsible behaviour supposes necessary.

The first key finding of the study is, place attachment and destination emotion have a significant impact on stakeholder responsible behaviour (**Hypothesis H1 and H2 is supported**). This finding is an extension to the finding by that of Lee and Oh (2018). As per Lee and Oh (2018), place attachment had a significant impact on environmentally responsible behaviour of residents. As per the current study finding, place attachment significantly impacts the three dimensions of environmental, economic and social responsibility. Thus, the attachment of tourism stakeholders with a place can significantly lead them to behave more responsibly on dimensions of the environmental, economic and social parameter. Additionally, the positive emotions felt by the stakeholders during the different touristic encounters at the destination can significantly lead to responsible behaviours.

The second key finding of this study reveals that the dimensions of place attachment - place identity and place dependence have a significant impact on the dimensions of stakeholder responsible behaviour (**Hypothesis H1a and H1b is supported**). This finding is also an addition of the finding by that of Lee and Oh (2018) who assessed place attachment concerning environmentally responsible behaviour of residents. In the current study the impact of place attachment on the three dimensions of stakeholder responsible behaviour – environmental, social and economic dimension is assessed. Also, the residents and tourists' responsibilities have been assessed in this case. Additionally, the relationship of place identity to environmental and economic behaviour was significant and place dependence to environmentally responsible behaviour was significant. Destination planners and managers may, therefore, target the stakeholders who have higher attachment towards place primarily

to accelerate the sustainable developmental activities. Additionally, efforts should be made to enhance the socially responsible behaviour among the stakeholders by increasing awareness and knowledge regarding the necessity of social dimension by highlighting the role of residents in the destination setting.

The third key finding states that the place identity has a significant impact on environmentally responsible behaviour (**H1a**). Existing studies highlight the value of identity theory (Stryker, 1968) in the context of environmentally sustainable tourists' behaviour. The study by Lee and Oh (2018) also have emphasized the importance of developing place identity by providing diverse economic, sociocultural, and recreational coastal benefits. Kyle et al. (2010) defined place identity as an “individual’s cognitions, beliefs, perceptions or thoughts that the self is invested in [a] particular setting” (p. 1081). Kyle et al.’s study (2004) additionally supported the fact that people with higher levels of place identity are less likely to be tolerant of an environmental disturbance than those with a high level of place dependence. The current study supports the findings of the previous studies.

The fourth key finding is that place dependence has a significant impact on environmentally responsible behaviour (**H1b**). Place dependence means “how well a setting serves goal achievement given an existing range of alternatives” (Jorgensen and Stedman 2001, p. 234). Vaske and Kobrin (2001) supported the positive relationship between place dependence and general environmentally responsible behaviour. Kyle et al. (2003) reported findings that suggested that respondents high on place dependence were supportive towards environmentally responsible efforts. The current study findings add to the existing understanding in this regard.

The fifth key finding is that the place identity did not significantly impact socially responsible behaviour (**H1c**). Stedman (2002) stated that place identity predicted people's behavioural intentions to protect the area they were attached to and concluded that people are willing to fight for the betterment of the places they identify with. The current study provides a differing view regarding the relationship between place identity and socially responsible dimension.

The sixth key finding is that the place identity did not have a significant impact on socially responsible behaviour (**H1c & H1d**). Destination social responsibility (DSR) includes stakeholder activities that protect and improve the social and environmental interests of an entire destination (Su and Swanson, 2017). The perceived social responsibility of a destination can affect the development of an identification by underscoring the attractiveness of the focal destination identity (Bhattacharya & Sen, 2003). Lokocz, Ryan, and Sadler (2011) stated that place attachment can be developed through place attributes itself, as well as through residents' social involvement and individual commitment to the place. As per Mesch and Manor (1998), people with stronger place attachment showcase a greater social involvement in their communities. The current study finding, that place identity did not significantly affect the socially responsible behaviour of stakeholders, differ from the previous study findings.

The seventh key finding is that the destination emotion has a significant impact on stakeholder responsible behaviour (**H2**). Emotions are found to play an important role in mediating the influences of socially responsible practices on satisfaction, destination marketers should focus on other marketing activities in a way that evokes visitors' emotions (Tran, Hwang, Yu & Yoo; 2018). Destination marketers should focus on other marketing activities in a way that evokes visitors' and tourists' emotions, which ultimately increases

the satisfaction level of tourists (Tran, Hwang, Yu & Yoo; 2018). Emotion is an important factor in delineating the consumption experience and subsequent customer responses (Lee et al., 2008). Emotions are seen to have a positive effect on the behaviour in this regard. Hosany and Gilbert's (2010) conceptualisation of destination emotions states that the emotions significantly affect the behaviours of tourists. The current study supports this understanding of the effect of emotions on stakeholder responsible behaviour.

The eighth key finding of the study demonstrates that environmental attitude mediated the relationship between place identity and the dimensions of stakeholder responsible behaviour (**H3a, H3c & H3e is supported**). This finding extends the existing understanding of environmental attitude to contribute towards ecological domain (Kaiser et. al, 1999) and environmental responsibility domain (Leonidou et. al, 2015). Previous studies assessed the role of environmental attitude towards environmentally responsible behaviour (Kaiser et. al, 1999). The same was significant in the current study. Additionally, social and economic responsibility along with environmental responsibility was significantly affected by place identity and was mediated by environmental attitude (Bestard and Nadal, 2007). In case of place dependence's impact on the dimensions of stakeholder responsible behaviour, environmental attitude did not mediate the relationship (**H3b, H3d & H3f is supported**). Environmental attitudes moderated the relationship between place dependence and dimensions of stakeholder responsible behaviour (Line & Costen, 2011). These finding further strengthens the relativity among the three responsibility dimensions and stresses on the necessity of understanding the responsibility based on the triple bottom line principles of sustainability.

The ninth main finding in this study demonstrates the defensible behavioural impact of the attachment factors place identity and place dependence on the three dimensions of the

stakeholder responsible behaviour (**H5a, H5b, H5c, H5d, H5f is supported**). This finding supports the understanding that the residents and tourists have different roles and responsibilities in the destination setting. (Snepenger et al. 2003). In the case of residents, the propensity of place identity leading to responsible behaviour is stronger compared to that of tourists. This finding can, however, be justified basis the fact that the average time spent by the residents at the destination is higher as compared to the time spent by tourists. (Hanafiah et. al, 2016).

The tenth finding of the study highlights that the place dependence leading to environmental and economic responsible behaviour is higher among the residents in comparison to tourists. (**H5b & H5f is supported**) The explanation provided by Hanafiah et. al (2016) regarding the more amount of time spent by residents at the destination also applies here. In the case of tourists, the propensity of place identity leading to socially responsible behaviour is higher than residents. The finding extends the prior conceptualisation by Mesch & Manor (1998) that people with stronger place attachment report greater social involvement in their communities. As per the current study, tourists with stronger place identity feel higher responsibility towards society and social setting at a place. This finding extends the existing understanding about socially responsible behaviour of tourists.

The eleventh key finding of this study reveals that the destination emotion did not significantly affect the dimensions of stakeholder responsible behaviour (**H2 not supported**). This is different from the previous study by Bigné et. al. (2005) which reinforced the fact that the destination emotion was assessed to affect the consequent behaviours of tourists. In the differing finding of the current study, destination emotion did not significantly affect the three dimensions of stakeholder responsible behaviour.

The twelfth study finding is, place identity and place dependence have a significant impact on Environmental Responsible Behavior (**H1a and H1b is supported**). Place identity encapsulates localised experiences and specific memories about the place (Devine-Wright & Clayton, 2010). Place dependence refers to the functional use and interaction with a place (Ramkissoon et. al, 2012). Specifically, from the tourist's perspective, it is referred to as awareness of unique setting leading to positive visitation goals (Williams et. al, 1992). In the case of attachment to nature, the need for place dependence is driven by the desire to satiate specific needs (Kaplan & Kaplan, 1989). Considering the necessity to take measures towards the protection of the environment, strengthening place attachment factors for different stakeholders can play a major role.

As per the thirteenth study finding, place identity has a significant impact on economic responsible behaviour (**H1e**). Thus, physical and social attributes of a place can contribute strongly to place identity thus leading to stakeholder readiness to accept economic compromises towards destination sustainability. Additionally, place dependence did not significantly impact stakeholder responsible behaviour (**H1f**). However, this differs from the existing understanding of the economic responsible behaviour of tourism stakeholders (Stylidis & Terzidou, 2014). There are cases where stakeholders hold a profound connection between a place and one's identity (Prokansky, 1978). Economic responsible behaviour is essential considering that the sustainable destination development may demand multiple procedural alterations, and in many cases may involve increased charges for tourism-related activities. Additionally, for residents', place identity is assessed with their support or opposition to physical changes in their neighbourhood (Mesch, 1996). The current finding advances this understanding and further strengthens it.

The fourteenth study finding is that the two stakeholders - residents and tourists differed significantly when assessed for the relationship of the independent variables place attachment and destination emotion with the dependent variable stakeholder responsible behaviour (**H5 & H6**). This brings out an interesting aspect for understanding the necessity to define stakeholder responsibilities differently for different stakeholders. To my understanding, the existing literature comparing multiple stakeholders' responsible behaviour for sustainable destination development is limited (Su and Swanson, 2017). An understanding that the stakeholders differ in their perception of responsibility brings out several different dimensions and new research agenda. This understanding raises the necessity to have a differing lens to view the responsibilities of tourists and residents. Also, considering that the different stakeholders have to synchronize with each other and plan sustainable destination development, this finding has a significant implication (Jog, 2018, pp 269).

CHAPTER 8

LIMITATIONS AND FUTURE DIRECTIONS

The limitations of the study can be classified basis the two broad areas. First, stakeholders other than residents and tourists can be included in the proposed model. This could include business owners, governments, NGO etc. Second this study confined to a single construct related to emotional bonding among the stakeholder and destination. Future research could test the model by taking into consideration other psychological variables such as destination devotion, destination love.

The proposed model presents a wide variety of future research possibilities. Future studies could investigate whether this model stands up to scrutiny in specific destination-specific studies. Additionally, it would be beneficial to investigate changes in consumers' concern towards the destination sustainability issues and their behavioural intentions over time by conducting a longitudinal study. Finally, while not the intent of this paper, the dataset lends itself to exploring the impact of the different segmentation and socio-demographic variables of the respondents.

In the area of Stakeholder Responsible Behavior

There is practically no research on the triple bottom line approach and responsible behaviour. This study was, therefore, exploratory trying to establish the three dimensional measure of responsible behaviour.

It was found that among the two stakeholders, there was a significant difference in the relationship between place attachment, destination emotion and stakeholder responsible behaviour. However, it was found that environmental attitude did not significantly moderate the relationship.

Future Research 1: Stakeholder responsible behaviour can be positively impacted by stakeholder understanding of sustainable destination development. Stakeholders concern for sustainable destination development can positively impact their behaviour towards destination sustainability. In future, the stakeholder responsible behaviour scale can be applied to evaluate how stakeholder concern and understanding of destination sustainability issues lead to their responsible behaviour.

Future Research 2: The stakeholder responsible behaviour scale can be applied in a broad context to evaluate responsible tourism from a multi-stakeholder perspective. The tested scale can be used in future also to assess' responsibilities of different stakeholders individually.

Future Research 3: As per the finding of the study, there was a significant difference in the way different stakeholders' residents and tourists' perceive responsibilities. This provides an interesting and different direction for understanding stakeholder responsibilities. Each stakeholder perceived responsibilities differently and in the future, each stakeholder can be evaluated differently for their responsible behaviour.

Limitations

This survey originated in Goa, is the researcher's physical location. The resident respondents were from this geographical location. Tourists were the visitors to this geographical location who had visited within the span of the last 6 months from the time of survey. Consequently, the sample was not representative of the cross-section of the Indian population. Tourists were majorly local tourists and not international respondents answered the survey.

The researcher used items from other existing scales to develop the stakeholder responsible behaviour Scale. The final items in the scale were 6. This means that 26 items dropped out. Some of the items were reverse coded to avoid acquiescence bias. However, the researcher

feels that this lead to, many items not loading on the stakeholder responsible behaviour constructs.

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Annexure 1

Dear Respondent,

I am currently pursuing PhD at Goa University, focusing on Stakeholder responsibilities for sustainability and support for tourism. The purpose of our study is to learn more about the stakeholder concerns for sustainability that influence their responsible behaviour. Your opinion on sustainability concern and responsible behaviour is critical to the success of our study. We recognize the value of your time, and sincerely appreciate your efforts on our behalf. Individual responses are anonymous and all the data will be held in confidence. Please take few minutes to complete this survey.

Thank you for your time.

Sincerely,

Deepti Jog

(Doctoral Research candidate in

Services marketing & Sustainability)

Please fill the following information based on your last visitation experience at Goa

Sr No	Items	Strongly Disagree	Disagree	Neither Agree not disagree	Agree	Strongly Agree
When in Goa						
1	I feel cheerful					
2	I feel a sense of affection					
3	I feel a sense of astonishment					
4	I feel a sense of delight					
5	I feel a sense of caring					
6	I feel a sense of amazement					
7	I feel a sense of enthusiasm					
8	I feel a sense of love					
9	I feel fascinated					
10	I feel a sense of joy					
11	I feel a sense of tenderness					
12	I feel a sense of inspiration					
13	I feel a sense of pleasure					
14	I feel warm-hearted					
15	I feel a sense of surprise					

Sr No	Items	Strongly Disagree	Disagree	Neither Agree not disagree	Agree	Strongly Agree
16	I feel Goa is a part of me					
17	Goa is the best place for what I like to do.					
18	Goa is very special to me					
19	No other place can compare to Goa					
20	I identify strongly with Goa					
21	I get more satisfaction out of visiting Goa than any other.					
22	I am very attached to Goa					
23	Doing what I do at Goa is more important to me than doing it in any other place					
24	Visiting Goa says a lot about who I am					
25	I wouldn't substitute any other area for doing the types of things I do at Goa					

26	Goa means a lot to me					
27	The things I do at Goa I would enjoy doing just as much at a similar site.					

Please fill the following information regarding your attitude towards environment

Sr No	Items	Strongly Disagree	Disagree	Neither Agree not disagree	Agree	Strongly Agree
42	We are approaching the limit of the number of people the earth can support					
43	The earth is like a spaceship with very limited room and resources					
44	Humans have no right to modify the natural environment to suit their needs					
45	Plants and animals have as much right as humans to exist					
46	Humans were not meant to rule over the rest of nature					
47	When humans interfere with nature it often produces disastrous consequences					
48	The balance of nature is very delicate and easily upset					
49	Despite our special abilities humans are still subject to the laws of nature					
50	Humans will eventually learn enough about how nature works to be able to control it					

Please fill the following information on your viewpoint on stakeholder responsible behaviour

Sr No	Items	Strongly Disagree	Disagree	Neither Agree	Agree	Strongly Agree
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				not disagree		
71	I comply with the rules to not harm the destination environment					
72	I respect local culture at the destination					
73	I am responsible to opt for locally made products and support local economy					
74	I report to the appropriate destination administration any environmental pollution or destruction at destination					
75	I am responsible towards conservation of local cultural values					
76	I am responsible to pay premium towards maintenance of Heritage sites at the destination.					
77	When I see garbage and debris at the destination, I put it in the thrash					
78	I appreciate the cultural differences between hosts and guests					
79	I am responsible to contribute financially towards development of the destination					
Sr No	Items	Strongly Disagree	Disagree	Neither Agree not disagree	Agree	Strongly Agree
80	If there are environment improvement activities at the destination, I am willing to participate					
81	I am responsible towards maintaining healthy relationship between hosts and guests					
82	I am responsible to promote accommodation run by local people and support local economy					

83	I try to convince others to protect the natural environment at the destination					
84	I am responsible towards supporting the infrastructure development at the destination					
85	I am responsible to promote services provided by local service providers and support local economy					
86	I try not to disrupt the fauna and flora at the destination.					
87	I am responsible for choosing eco-friendly products					
88	I am responsible to accept economic sacrifices to protect the environment					
89	I am responsible for keeping the destination environment clean					
90	I try to promote possible safety measures at the destination to minimise travel risks.					
91	I appreciate environmentally friendly behaviour of others.					
92	I am willing to create awareness regarding the environmental aspects at the destination					
93	I try to optimise the consumption of water					
94	I am willing to cooperate with all levels of government and other public organisations for destination management decisions					
95	I try to optimise the consumption of electricity					
96	I have the responsibility to minimise the use of rare local resources					
97	I am willing to consider what is best for the environment when choosing travel mode					
98	I am responsible to adapt to the standard of living at the destination					

Please answer below details about yourselves

99. Age : _____ Years

100. Highest Qualification

- i. Less than SSC
- ii. SSC
- iii. HSC
- iv. Graduation
- v. Masters and above

101. Gender

- i. Male
- ii. Female

102. Marital Status

- i. Married
- ii. Single

103. You are a

- i. Resident
- ii. Tourist

If you are a resident, please answer questions 104

If you are a tourist, please answer question 105, 106, 107

104. Is your Employment/job

- i. Related to tourism
- ii. Not related to tourism

105. How are you traveling

- i. Alone
 - ii. Group
- 106. If tourist
 - i. Domestic
 - ii. International
- 107. Purpose of travel
 - i. Domestic
 - ii. Leisure

Thank you for your response.

RESEARCH PUBLICATIONS

Research Paper published in peer reviewed journals

1. Jog, D., & Mekoth, N. (2018). Importance-Responsibility Comparison of Tourists Actions: A Host Perspective. *International Journal of Tourism and Travel*, 11(1&2), 1.

Book chapter published

1. Jog, D. (2018). Responsible Practices of Stakeholders for Sustained Tourism Destination Development. In *Handbook of Research on Urban Governance and Management in the Developing World* (pp. 264-281). IGI Global. (Book Chapter)

Papers presented in national and international conferences

1. Jog, D & Mekoth, N. (2018). Importance-responsibility comparison of tourists' actions: a host perspective. In Proceedings of the international tourism conference on sustaining tourist destinations: Implications for developing countries, Goa, 3-5 Nov 2017. (Conference Proceeding)
2. Jog, D & Mekoth, N. (2019), The role of place attachment and destination emotion in stakeholder responsible behavior, a conceptual paper, in IAARHIES International Conference, Mumbai, 10-11 September 2019. (Conference Proceeding)

IMPORTANCE-RESPONSIBILITY COMPARISON OF TOURISTS' ACTIONS: A HOST PERSPECTIVE

Deepti Jog*, Nandakumar Mekoth**

Abstract

Tourism industry has recently awakened to sustainability issues along with destination competitiveness and alternative tourism. With these changes, a related and equally important issue has emerged Responsible Tourism. The objective of this research paper is to use importance-responsibility analysis (IRA) to examine the tourists at a destination (attraction) with regard to their responsible actions, and to establish a background for understanding tourist responsibilities from the point of view of hosts. Importance Performance Analysis is applied as an instrument to develop marketing strategies in hospitality and tourism sector. It is applied to sustainable tourism initiatives study in one case & further modified to apply as importance-satisfaction analysis study in another case. This paper reconceptualises this analysis to one of importance-responsibility, enabling a focus on the responsibilities in tourism scenario.

Keywords: Responsibility, Tourist, Host, Destination Development

INTRODUCTION

It is vital for tourism industry to inculcate responsible practices for reducing the negative developmental consequences and promote the positive ones. Due to this fact, responsible tourism concept has gained attention at a global level being emerged as a major market driver (Spenceley, 2008). Responsible tourism emerged as an alternative to the damages caused by the traditional tourism practices (Wheeller, 1990). Initially responsible tourism was looked upon to be an addition to the list of alternative forms of tourism. Over a period, responsible tourism was a better-preferred alternative over other alternative tourism forms. This was understood through the acceptance and support received by responsible tourism over the other alternative tourism types such as eco-tourism or nature based tourism (Caruana et. al, 2014). In responsible tourism scenario, it is imperative for all the participating stakeholders at a destination to take responsibilities for the impacts caused due to their actions. Feruzi (2012) proposed to consider responsible tourism as an umbrella term for all the tourism forms that are more considerate and sensitive socially and environmentally. Considering this fact, it is appropriate to say that responsible tourism is not a form of tourism but includes a set of responsibilities that every form of tourism including the mass tourism, eco-tourism or wildlife tourism should adhere to, in order to make any tourist attraction a sustainable one.

Much research emergent in the field of responsible tourism is in the area of the business perspectives such as marketing and CSR activities in tourism (Manente, Minghetti, & Mingotto, 2012), evidences of the responsible tourism practices as theorised versus the reality (Frey & George, 2010), on host perspective of tourism responsibilities (e.g. Sin, 2010) & tourists own perspective of responsibilities (Mahrouse, 2011, Su & Swanson, 2017). Major literature is observed pointing in the direction of hosts to play a major role in the responsible tourism scenario. Some later studies have addressed the responsibilities of tourist in a sustainable destination development. Recent literature in the area of responsible tourism in a multi-stakeholder setting have however contradicted with the fact that all the participating stakeholders at a destination have a role to play in responsible destination development (Mihalic, 2016). For instance, understanding tourists responsibilities from the perspective of hosts will help identify the major problems in the responsible destination development. In literature however, there is actual lack of knowledge on understanding tourist's responsibilities from the perspective of hosts.

Importance-Responsibility Analysis (IRA)

Importance performance analysis (IPA) has been applied to different areas in the service industry for measuring client

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