

Article

How Does Environmental Education Moderate Local People's Commitment to the Environment and Intention to Support Tourism Development?

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Abstract: This research has been conducted to determine the environmental commitment of local people and its effect on the intention to support sustainable tourism development based on the Value–Belief–Norm Theory. In addition to related studies in the literature, the present study also examined the moderating role of environmental education. The study data were obtained from local people living in Manavgat, Antalya, one of the most notable tourism destinations in Turkey. Prior to testing the hypothetical research model through the structural model, the data were examined for outlier calculations, normality distributions, and potential multicollinearity issues. As a consequence of obtaining satisfactory findings, the structural model was tested using the AMOS program. Moreover, the Process macro (model 1) was preferred to measure the moderator effect. The results of this research demonstrate the consistency of the Value–Belief–Norm Theory and show that residents' personal norms influence their environmental commitment and intention to support sustainable tourism development. Furthermore, the findings of this study revealed the moderating role of environmental education in these relationships. Several theoretical and practical implications have been identified for destination management organizations, industry managers, policy-makers, and academics working in the field.

Keywords: environmental commitment; sustainable tourism development; environmental education; local people

1. Introduction

The tourism attractiveness of a destination is dependent on the beauty and authenticity of its natural and cultural resources [1]. Tourism, which holds significant importance for both local and global economies, requires sustainable practices, considering its impact on resources [2]. The sector's global development has been emphasized in numerous studies to be dependent on the sustainable use of environmental resources [3–5].

The support of the locals is of great importance in ensuring sustainable development in tourism [6]. According to Chin et al. [7], considering the sentiments and reactions of the

local community residing in the destination, and garnering their support, is fundamental for sustainable tourism. Gon et al. [8] assert that the support of the locals living in destinations is a prerequisite for sustainable tourism practices. Another perspective suggests that balancing the needs of the local people and exhibiting environmentally friendly behaviors is of great significance for both national and regional sustainable development plans [9]. Various theories in the literature have emerged regarding the emergence of individuals' environmentally friendly intentions and behaviors [10,11]. Within this context, the Value–Belief–Norm Theory (VBN), developed by Stern [12] based on the Norm Activation Theory, has been widely applied to describe individuals' environmentally friendly behavior. The theory tries to explain the basis of the behavior by stating that pro-environmental actions are carried out by individuals who are aware of environmental issues and have a sense of liability [12].

It is important to develop environmental commitment to ensure the permanent change to pro-environmental behaviors in individuals [13]. Environmental commitment is believed to lead individuals to change their behaviors by establishing a long-term emotional connection to ecological issues [14]. The positive and enduring transformation of the local people's behaviors from an environmental perspective supports the physical environment and sustainable destination development [15]. For sustainable development, individuals need to prevent and/or reduce the harm inflicted on the natural and cultural environment. Studies have indicated the importance of internalizing environmentally friendly behaviors to make them sustainable [16,17]. Supporting sustainable development in tourism necessitates that individuals personally adopt environmental behaviors and have environmental commitment to make them continuous [18,19].

On the other hand, it is necessary to devise and implement practical solutions to problems such as waste management, energy waste, resource utilization, pollution, and climate change in terms of environmental commitment and sustainable tourism development. Responding to problems requires a certain level of environmental knowledge. In this sense, environmental education plays a critical function in building pro-environmental behavior, environmental commitment and support for sustainable tourism development in society [20]. Environmental education is in a linking position to build knowledgeable and strong societies against environmental problems [21]. Environmental education is used as an effective method in the emergence of pro-environmental behaviors and the activation of subsequent protection, development, and sustainable practices [22].

In this regard, when the studies in the literature are examined, it is possible to determine that the Value–Belief–Norm Theory and its results are generally evaluated for organizations and tourists [23–26]. On the other hand, the effect of the results under the Value–Belief–Norm Theory on the environmental commitment and intention to support sustainable tourism development of local people residing in tourist destinations is still unclear. At this juncture, the intentions of the locals to support tourism development within the scope of environmentally friendly behaviors and environmental commitment have not been thoroughly explored. From this point of view, the purpose of the study is to determine the effect of the pro-environmental personal norm, which emerged with the Value–Belief–Norm Theory, on the environmental commitment of local people and their intention to support sustainable tourism development. Additionally, unlike other studies in the literature, the moderating role of environmental education in these relationships was investigated.

2. Literature Review and Hypothesis Development

2.1. Value–Belief–Norm Theory

The Norm Activation Theory was originally presented by Schwartz in 1977 [10] to explain the formation of prosocial behavior. The theory delineates the processes of prosocial behavior as outcome awareness, assumption of liability, and personal norms. Stern [12] integrated this theory with the Value Theory and the New Environmental Paradigm to develop the Value–Belief–Norm Theory (VBN) to explain environmentally conscious

behaviors. The VBN suggests that an eco-friendly behavior of an individual is determined by personal norms. It also states that personal norms stem from hierarchical values, ecological perspectives, mindfulness of consequences, and assumption of liability when the concepts in the theory are clarified.

The belief group variables in the VBN are ecological worldview, problem awareness, and attribution of liability. The ecological worldview expresses the inclination to act with environmentally friendly intentions [12]. In another expression, Klockner [27] defines the ecological worldview as the acceptance of the belief that humans misuse nature's limited resources and disrupt the balance of nature. When we consider the definitions of other variables, the concept of problem awareness is defined as "Awareness of the negative situations experienced in the natural environment that the person cares about" and the attribution of liability concept is described as "Holding oneself responsible for the environmental problems experienced by the person" [12]. The concept of the individual norm, which constitutes the norm group of the VBN, signifies an individual's feeling a moral obligation to behaviors that will provide environmental benefits. The concept of the personal norm is seen as the situation where an individual's environmentally friendly thoughts are put into action [12]. According to the studies performed in this regard, Dietz et al. [28] found that values lead to an ecological view of the world, awareness of negative outcomes leads to the attribution of liability and then to personal norms, in other words, to pro-environmental behavior. Dunlap et al. [29], in another empirical study to understand the behavior of tourists, confirmed that the sequencing of value-ecological worldview-assigned responsibility-personal norm constitutes the environmental behavior of individuals. Considering these findings, the hypotheses proposed are as follows:

H1: *Biospheric value has a significant impact on ecological worldview.*

H2: *Ecological worldview has a significant impact on awareness of outcomes.*

H3: *Awareness of outcomes has a significant impact on attribution of liability.*

H4: *Attribution of responsibility has a significant impact on pro-environmental personal norms.*

2.2. The Relationship between VBN and Environmental Commitment

Environmental commitment is commonly recognized as the subsequent phase of pro-environmental behavior. It is described as the psychological connection to the natural and cultural world, as well as long-term orientation [18]. Upon examination of the evolution of pro-environmental behavior, those with biospheric values become aware of environmental issues and create personal norms by accepting responsibility for these problems. Wang et al. [30] found that high pro-environmental personal norms have a significant effects on an individual's environmental commitment. Individuals with high levels of pro-environmental personal norms exhibit a positive correlation with environmental commitment, which leads them to prefer the purchase of green products. Conversely, the individuals with low pro-environmental personal norms exhibit weaker environmental commitment compared to others and are less likely to purchase green products [14]. Another study on environmental commitment found that individuals with environmental commitment have a more positive probability of engaging in pro-environmental behaviors than those without it. Environmental commitment expresses a perceived sense of responsibility towards the environment. The alignment of pro-environmental behaviors with environmental commitment enhances the motivation to emerge [12,18]. Based on the evidence presented, the hypothesis developed is as below:

H5: *The personal norm regarding pro-environmental behaviors has a positive effect on environmental commitment.*

2.3. The Relationship between VBN and Intention to Support Sustainable Tourism Development

In the past few years, there has been an increasing inclination to investigate the effects of tourism on both the environment and society. The World Tourism Organization (WTO) highlights that sustainable tourism development relies heavily on fulfilling the requirements of current-day tourists and local communities whilst preserving and improving opportunities for future generations. In tourism, strategic management of resources such as the ecological environment, biodiversity, and life support systems is necessary [31]. According to Andereck et al. [32], sustainable tourism is achievable when it is managed in harmony with the environment, society, and cultural values, with the support of local communities. Andereck and Vogt [33] emphasize the value of engaging in environmentally friendly behaviors amongst locals to support the sustainability of tourism.

Local residents' backing for the growth of tourism is characterized as personal beliefs, attitudes, or actions linked to participation and involvement [34]. According to Hsu et al.'s [35] research, local residents' support for sustainable tourism development is influenced by their perception of environmental benefits. This implies that the environmentally conscious actions of the locals have a direct impact on their willingness to support sustainable tourism development. Chin et al. [7] asserted that the endorsement of pro-environmental development by the local population can lead to a competitive advantage in rural tourism and have an impact on sustainable development. As per these findings, the following hypothesis has been proposed:

H6: *Pro-environmental personal norms enhance the intention to support sustainable tourism development.*

2.4. The Relationship between Environmental Commitment and Intention to Support Sustainable Tourism Development

Individuals with a strong commitment to environmental sustainability frequently opt for rational decisions [36]. Those dedicated to environmental protection tend to endorse innovative solutions and participatory approaches [37]. Wang et al. [30] found that individuals with a strong commitment to the environment demonstrate a significant ability to solve problems and identify them. Rahman and Reynolds [38] stated that tourists' preferences are influenced by their level of environmental commitment. Studies have shown that individuals with high environmental commitment have a preference for green hotels [39] and are more likely to use public transport and engage in environmentally conscious behavior [40].

Considered in terms of supporting sustainable tourism development, the environmental commitment of individuals seems to be an important point. Gürsoy et al. [41] stated that community satisfaction affects behavioral intent to support tourism. This situation is thought to be effective in the intention of local people with high environmental commitment to support sustainable tourism development. Shen et al. [42] stated in their study that the intention to support sustainable tourism development is affected by individuals' attitudes and behaviors. This predicts that individuals with environmental commitment and pro-environmental behavior may support tourism development. Building on the aforementioned research, the hypothesis formulated is as follows:

H7: *Environmental commitment has a positive effect on the intention to support sustainable tourism development.*

2.5. The Moderating Role of Environmental Education

Environmental education, which is included in UNESCO's "Education for Sustainable Development" program, is included in the literature as a concept that emerged in the 1970s [43]. Three primary aims of environmental education are stated in this program. The objectives of environmental education are, firstly, to create a keen awareness of economic, social, political, and ecological issues in pastoral and urban areas; secondly, to ensure the opportunities to obtain the required knowledge, values, attitudes, commitments, and

skills to protect and enhance the environment; and finally, to sensitize individuals and communities to the environment [44]. In other words, environmental education refers to systems for teaching information to ensure that human behavior is in harmony with the environment in order to make ecosystems sustainable [45]. The aim of environmental education is to develop individuals' commitment to the environment and contribute to sustainable development by increasing environmental literacy [46].

Lieflander and Bogner [47] stated that environmental education has a motivating effect on the effect of pro-environmental behaviors of individuals on environmental protection attitudes. In another study, it was stated that the high level of environmental education of societies is the main driving force for environmental inevitabilities and sustainable development [48]. Díaz-L'opez et al. [49] stated that education plays a crucial role in the effect of pro-environmental behavior of individuals on sustainable development. Díaz-L'opez et al. [49] stated that environmental education practices have an impact on the creation of green buildings that emphasise energy efficiency and the reduction of ecological footprint. Based on these studies, it is thought that environmental education will be a motivating factor both in environmental commitment and in supporting tourism development, and the following hypotheses were developed.

H8: *Environmental education has a positive moderating role on the relationship between individuals' pro-environmental personal norms and environmental commitment.*

H9: *Environmental education has a positive moderating role on the relationship between individuals' pro-environmental personal norms and their intention to support sustainable tourism development.*

Based on all this information, the hypothetical research model developed according to the research purpose has been presented in Figure 1.

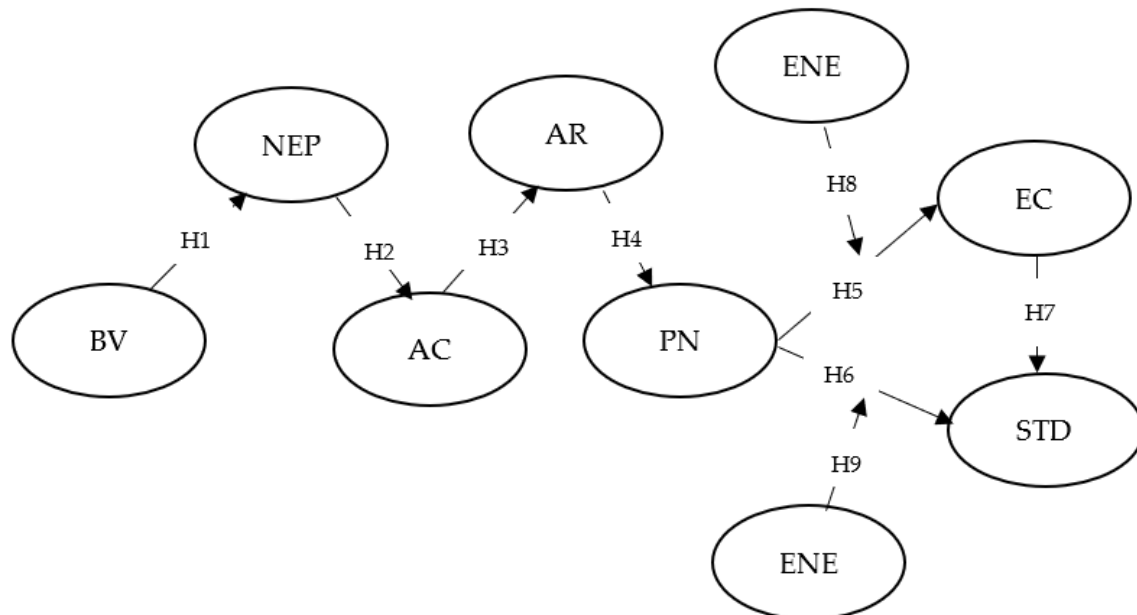


Figure 1. Hypothetical research model. BV: biospheric values, NEP: New Environmental Paradigm, AC: awareness of consequences, AR: ascription of responsibility, PN: personal norms; EC: environmental commitment; STD: sustainable tourism development; ENE: environmental education.

3. Methodology

3.1. Research Instrument

The scales utilized concerning the research purpose were decided following a detailed literature review. The study conducted by Park et al. provided 16 items related to the dimensions of biospheric value, awareness of consequences, attribution of responsibility,

and personal norms, which have been adapted for use in this text [24]. In order to measure the new environmental paradigm, 9 items were taken from the study of López-Mosquera and Sanchez [50]. Four items regarding environmental commitment were adapted from Rao et al.'s study [51], and a four-item scale developed by Lee [52] to measure support for sustainable tourism development was utilized in this study. The research instrument utilized for measurement is detailed in Appendix A.

3.2. Sampling and Data Collection

Data from research on local residents' support for sustainable tourism development were collected in Manavgat, a globally important tourism destination in Antalya province, Turkey. Antalya is located in the south of Turkey and Manavgat is an important tourism destination in the east of Antalya. Their geographical locations are shown in Figure 2. The region indicated in red on the map of Turkey in the upper left corner represents the province of Antalya. The red region on the enlarged shape of Antalya represents Manavgat.

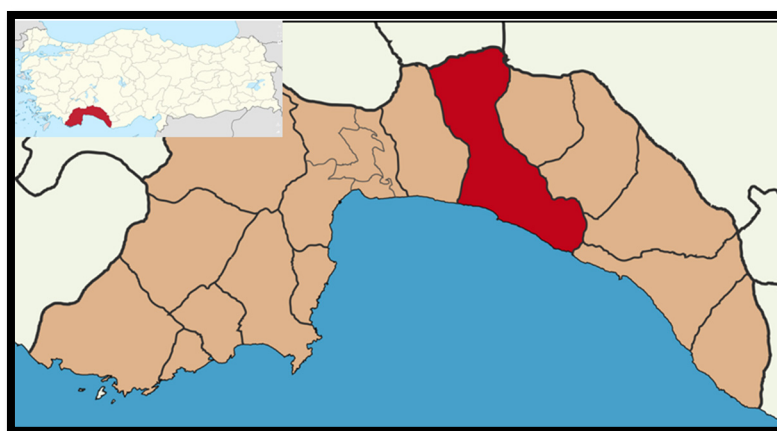


Figure 2. Geographical location of Manavgat.

Manavgat was selected as the sample of the study as the current situation of the destination is important in terms of both tourism development and the changes that arise in line with tourism development. In fact, the destination hosts a third of the tourists visiting Antalya and serves 7.49% of all visitors to Turkey alone [53]. In this regard, around four million international tourists visited Manavgat in 2022 [54]. It is inevitable that Manavgat, which is such an important tourism destination, will experience population growth in parallel with tourism development and be affected positively or negatively by the changes that take place. It is observed that the number of people residing in Manavgat has increased significantly in the past ten years and this number has increased by more than fifty thousand [55]. To be more precise, in accordance with the address-based population registration system for 2022, the number of people living in Manavgat is 245,740 [56]. In light of all these data, Manavgat, with its potential and the active local community involvement in tourism, is a promising destination where tourism development continues. Moreover, although Manavgat has been a prominent destination in terms of mass tourism, in recent years it has also been recognized for its rich and diverse alternative tourism opportunities. This makes Manavgat a preferred destination and contributes to the continuation of tourism activities all year round. Therefore, within the context of this study, firstly, a pilot study was carried out with 21 respondents on September 25–30. As a consequence of the pilot study, it was concluded that the format and clarity of the data were appropriate and the research data collection phase started. The survey data were obtained using the convenience sampling method between 1 and 31 October 2023. The summer season comes to a close with the arrival of October in the Manavgat district of Antalya, one of Turkey's most important tourism centers. This is when planning for the next season begins, landscaping begins, and the workload of local people decreases. With the end of the

season, the busyness of the local people diminishes, and they are more willing to participate in studies to collect data on tourism and to share their opinions regarding tourism. In order to obtain the opinions, feelings, and thoughts of the locals about tourism in a healthy way, collecting the data in October was considered to be appropriate. A total of 407 data points were collected during the specified dates and the data analysis phase of the research was initiated.

3.3. Common Method Bias

In the literature, there is a common consensus that common method bias (CMB) poses a potential threat to behavioral research [57,58]. Researchers argue that CMB has a detrimental effect on parameter estimates of correlations between variables [59]. Additionally, discussions revolve around the biases it introduces in reliability and validity estimates [60]. CMB is one of the errors arising from the measurement method rather than the attitude measurement and can threaten the validity of inferences regarding the relationships between measures [57].

Law et al. [61] reported in their studies that surveys are the most commonly used method for data collection. This is a similar issue that also involves tourism research. In this sense, CMB may pose a problem in the studies where data are collected with a survey applied with the convenience sampling method. Therefore, it is of paramount importance to control CMB due to its mentioned negative effects.

In this study, a response-enhancing technique was used to prevent the risk of CMB among participants. Accordingly, each survey form was provided with a cover page containing information such as 'All information collected during the research will be kept confidential', 'There are no right or wrong answers in this survey', and 'Participation is voluntary' [62].

3.4. Data Analysis

The survey data were analyzed using the SPSS 23 software package. Before testing the hypothetical research model through the structural model, the data were examined for outlier calculations, normality distributions, and potential multicollinearity problems. In the first evaluation, the Mahalanobis distance was calculated to detect outliers, and 14 survey forms were left out of the analysis as they had outlier values (Mahalanobis' $D(38) > 0.001$). In order to assess the presence of a multicollinearity problem, tolerance and VIF values were calculated, and since the tolerance value was 0.10 and the VIF value was below 5, it was determined that multicollinearity was not an issue. In the final stage, we scrutinized the kurtosis and skewness values of the data and found that all items fell within the range of -1.5 to $+1.5$. Accordingly, it was decided that the research data showed a normal distribution [63].

Structural Equation Modeling (SEM) is a statistical method that tests the relationships between variables to test hypotheses in scientific research [64]. The purpose of SEM is to test whether the theoretical model is supported by the data collected. In addition, SEM studies are based on a theory [65]. Based on this information, as a result of the satisfactory findings, the structural model was tested using the AMOS program. Moreover, the Process macro [66] (model 1) was preferred to measure the moderator effect.

4. Findings

4.1. Demographic Profile

Based on the data collected from the local people, Table 1 displays the participants' demographic characteristics. Upon analyzing the table, it is observed that 54.2% of the participants are female and 44.5% of them are between the ages of 41 and 50. Furthermore, 57.8% of the participants are married. Considering their educational status, it is evident that most of the participants have associate's/bachelor's degrees (86.3%). The monthly income status of the local people has been assessed and it is determined that 43.3% of the participants have an income between TRY 20,000 and 30,000 (approximately USD 700–1050).

Lastly, 42.5% of the participants stated that they had attended at least one environmental training before, while 57.5% reported that they had not attended any training.

Table 1. The characteristics of the participants ($n = 393$).

| Variables | f | % |
|--------------------------------------|-----|------|
| Gender | | |
| Male | 180 | 45.8 |
| Female | 213 | 54.2 |
| Age | | |
| 18–30 | 40 | 10.2 |
| 31–40 | 111 | 28.2 |
| 41–50 | 175 | 44.5 |
| 51–60 | 57 | 14.5 |
| 61 and over | 10 | 2.5 |
| Marital Status | | |
| Married | 227 | 57.8 |
| Single | 166 | 42.2 |
| Education status | | |
| Elementary Education | 9 | 2.3 |
| High School | 28 | 7.1 |
| Associate’s Degree/Bachelor’s Degree | 339 | 86.3 |
| Master’s Degree | 17 | 4.3 |
| Income | | |
| TRY 11.500–20.000 | 65 | 16.5 |
| TRY 20.001–30.000 | 170 | 43.3 |
| TRY 30.001–40.000 | 72 | 18.3 |
| TRY 40.001–50.000 | 50 | 12.7 |
| TRY 50.001 TL and more | 36 | 9.2 |
| Environmental education | | |
| Exists | 167 | 42.5 |
| None | 226 | 57.5 |

4.2. Confirmatory Factor Analysis concerning the Structural Model

In order to examine the measurement and outcome variables of the Value–Belief–Norm Theory, the structural model was utilized. Prior to determining the relationship coefficients between the variables in the path analysis, confirmatory factor analysis was used to identify how much the data overlap with the model as recommended in the literature [67], and the results have been displayed in Table 2. The factor loads in each construct that is assessed in the context of confirmatory factor analysis should be at least 0.50 [68]. In this regard, four items related to the new environmental paradigm dimension (We are approaching the maximal amount of people; Earth is like a spacecraft with bounded resources; Humans are still under the natural laws; Earth has a diversity of resources) and one item from the ascription of responsibility dimension (I share responsibility for the environmental degradation resulting from tourism activities) were excluded from the scale as they had a lower value than the required minimum factor load. It was decided that the factor loads of the remaining 28 items in the seven-dimensional structure were between 0.562 and 0.947 and the t-values of all the items were significant at the 0.001 level. Additionally, it was also

determined that the goodness-of-fit values of the model showed a good fit ($\chi^2 = 805.546$, $df = 467$, $\chi^2/df = 1.725$, $NFI = 0.912$, $RFI = 0.900$, $IFI = 0.961$, $TLI = 0.955$, $RMSEA = 0.043$, $CFI = 0.961$).

Table 2. Confirmatory factor analysis results regarding the structural model.

| Factors/Items | Standard Loadings | t-Value | R ² | CR | AVE | CA |
|---|-------------------|---------|----------------|-------|-------|-------|
| Value–Belief–Norm Theory | | | | | | |
| Biospheric values (BVs) | | | | 0.923 | 0.792 | 0.938 |
| Protecting the environment and nature is crucial. | 0.922 | 29.82 * | 0.85 | | | |
| Pollution must be prevented for a sustainable environment. | 0.880 | 26.63 * | 0.77 | | | |
| It is necessary to respect nature by living in harmony with other beings. | 0.845 | 24.27 * | 0.71 | | | |
| Integrating with nature is important for the sustainability of the Earth. | 0.912 | | 0.83 | | | |
| New Environmental Paradigm (NEP) | | | | 0.893 | 0.629 | 0.895 |
| Disastrous outcomes may result if humans interfere with nature. | 0.697 | | 0.48 | | | |
| Both plants and animals possess the same right to live as humans. | 0.745 | 13.64 * | 0.55 | | | |
| The environment is severely abused by people. | 0.791 | 14.42 * | 0.62 | | | |
| Nature has a very sensitive balance and can be easily disturbed. | 0.882 | 15.81 * | 0.77 | | | |
| In the near future, we may face a major environmental disaster. | 0.837 | | 0.70 | | | |
| Awareness of consequences (AC) | | | | 0.851 | 0.678 | 0.894 |
| Tourism may lead to pollution, climate change, and depletion of natural resources. | 0.785 | 17.26 * | 0.61 | | | |
| Tourists may cause degradation caused by waste. | 0.844 | 18.99 * | 0.71 | | | |
| Environment-related trainings can help reduce waste. | 0.849 | 19.15 * | 0.72 | | | |
| Environment-related trainings can improve the quality of the environment. | 0.816 | | 0.66 | | | |
| Ascription of responsibility (AR) | | | | 0.868 | 0.687 | 0.867 |
| I have a sense of partial responsibility for environmental issues stemming from tourism activities. | 0.822 | | 0.67 | | | |
| Residents living in the tourism destination need to take responsibility for the environmental issues arising from tourism activities. | 0.798 | 16.75 * | 0.63 | | | |
| The responsibility for waste disposal resulting from tourism activities lies with the government, the tourism sector, and myself. | 0.866 | 17.58 * | 0.75 | | | |

Table 2. Cont.

| Factors/Items | Standard Loadings | t-Value | R ² | CR | AVE | CA |
|---|-------------------|---------|----------------|-------|-------|-------|
| Personal norms (PNs) | | | | 0.830 | 0.652 | 0.882 |
| I must stop damaging the tourism destination where I live now. | 0.761 | 15.59 * | 0.57 | | | |
| I am obligated to adhere to laws and regulations concerning the environment in tourism destinations. | 0.830 | 17.24 * | 0.68 | | | |
| I must protect both the place where I live and its environment. | 0.854 | 17.75 * | 0.72 | | | |
| I must reduce environmental problems in the tourism destination where I live. | 0.782 | | 0.61 | | | |
| Environmental commitment (EC) | | | | 0.940 | 0.826 | 0.950 |
| I am deeply committed to the protection of the environmental interests of this destination. | 0.898 | 27.07 * | 0.80 | | | |
| I sense a strong bond with the environment of this destination. | 0.899 | 27.15 * | 0.81 | | | |
| In the future, I tend to improve my connection with the surrounding of this destination. | 0.947 | 30.72 * | 0.89 | | | |
| I believe I have a powerful bond with the environment of this destination. | 0.892 | | 0.79 | | | |
| Support for Sustainable Tourism Development (STD) | | | | 0.752 | 0.570 | 0.814 |
| Tourism development helps society grow in the right direction. | 0.760 | | 0.57 | | | |
| I feel joy and pride in witnessing the tourists who come here because of the tourism value of this destination. | 0.562 | 10.72 * | 0.31 | | | |
| Tourism holds great potential for the future of local people. | 0.789 | 15.37 * | 0.62 | | | |
| I support new tourism activities aimed at attracting more visitors to the region. | 0.876 | 16.58 * | 0.76 | | | |

* $p < 0.001$.

In addition to these values, reliability, convergent validity, and composite reliability coefficients in each dimension were evaluated. The Cronbach alpha values above 0.70 indicate that the scale is reliable [69]. The fact that composite reliability (CR) values are above 0.70 and AVE values are above the minimum value of 0.50 indicates that convergent validity and composite reliability values are met [68].

The discriminant validity of the data was finally calculated within the scope of confirmatory factor analysis, and Table 3 presents the findings. When the table is examined, it can be stated that the structure provides discriminant validity as the square roots of the AVE values in each latent variable are higher than the other values in the relevant row [70].

Table 3. The results of discriminant validity.

| Factor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------|--------------------|--------------------|---|---|---|---|---|
| 1. BVs | 0.889 ^a | | | | | | |
| 2. NEP | 0.205 | 0.793 ^a | | | | | |

Table 3. Cont.

| Factor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------|-------|-------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 3. AC | 0.152 | 0.116 | 0.823 ^a | | | | |
| 4. AR | 0.154 | 0.030 | 0.119 | 0.828 ^a | | | |
| 5. PNs | 0.103 | 0.196 | 0.512 | 0.136 | 0.807 ^a | | |
| 6. EC | 0.080 | 0.050 | 0.017 | 0.158 | 0.163 | 0.908 ^a | |
| 7. STD | 0.210 | 0.151 | 0.459 | 0.039 | 0.252 | 0.025 | 0.754 ^a |

BVs: biospheric values, NEP: New Environmental Paradigm, AC: awareness of consequences, AR: ascription of responsibility, PNs: personal norms; EC: environmental commitment; STD: sustainable tourism development.
^a Square root of the AVE.

4.3. Hypothesis Testing

The second phase of the model was initiated on the basis of the satisfactory results obtained from the confirmatory factor analysis, which is the first stage of the two-stage model proposed in the literature [67]. It is understood that the goodness-of-fit values obtained within the scope of path analysis are compatible with the values obtained from confirmatory factor analysis and they exhibit good fit ($\chi^2 = 800.117$, $df = 343$, $\chi^2/df = 2.333$, $NFI = 0.899$, $RFI = 0.888$, $IFI = 0.940$, $TLI = 0.933$, $RMSEA = 0.058$, $CFI = 0.939$). Even though the NFI and RFI values do not provide a very strong fit, it could be stated that it is an acceptable value. These numbers fall between 0.80 and 0.90, indicating that the structural model is still appropriate (marginal fit) [71]. Furthermore, it is possible to access various studies in the literature that accept the specified range of values. On the basis of these data, it has been decided that the values obtained can be considered within acceptable limits [71–75]. Regarding the results of the hypothesis, it has been found that biospheric value positively affects the New Environmental Paradigm ($\beta = 0.22$, $t = 3.966$, $p < 0.001$). As for the New Environmental Paradigm, its effect on the perception toward awareness of consequences is positive ($\beta = 0.15$, $t = 2.686$, $p < 0.05$). Likewise, awareness of consequences positively affects the ascription of responsibility ($\beta = 0.14$, $t = 2.615$, $p < 0.05$). As a final outcome, ascription of responsibility positively increases personal norms ($\beta = 0.13$, $t = 2.209$, $p < 0.05$). These results support the Value–Belief–Norm Theory. Based on all these findings, H1, H2, H3, and H4 have been accepted.

On the other hand, a one-unit change in personal norms positively affects both the environmental commitment of local people ($\beta = 0.18$, $t = 3.353$, $p < 0.001$) and their support for sustainable tourism development ($\beta = 0.34$, $t = 5.757$, $p < 0.001$). According to these findings, H5 and H6 have been accepted. Finally, it has been determined that local people's environmental commitment does not affect their intention to support sustainable tourism development. Therefore, H7 has been rejected.

4.4. Moderator Effect Results

The findings of the regression model to determine the moderating roles of the environmental education status variable firstly in the relationship between personal norms and environmental commitment and secondly in the relationship between personal norms and support for sustainable tourism development can be found in Table 4. The results of the table reveal that environmental education acts as a moderator not only in the relationship between personal norms and environmental commitment ($\beta = 0.25$, 95% CI [0.059, 0.460], $p < 0.05$) but also in the relationship between personal norms and support for sustainable tourism development ($\beta = 0.17$, 95% CI [0.009, 0.347], $p < 0.05$). Additionally, when R2 values have been analyzed, the personal norm and environmental education variables explain 18% of the environmental commitment variable and 29% of the support for sustainable tourism development variable. Based on these results, H8 and H9 are accepted.

When the details of the moderating effect are analyzed, it has been observed that while the effect of personal norms on environmental commitment is very low for individuals who do not participate in any environmental education ($\beta = 0.07$, 95% CI [0.005, 0.139], $p < 0.05$),

a positive change in the personal norms of individuals who participate in an environmental activity strongly increases their environmental commitment ($\beta = 0.27$, 95% CI [0.115, 0.388], $p < 0.05$). Furthermore, when the effect of personal norms on the intention to support sustainable tourism development is analyzed, it is noteworthy that the effect is less significant among individuals without environmental education ($\beta = 0.16$, 95% CI [0.048, 0.284], $p < 0.001$). In contrast, the effect is larger among individuals with environmental education ($\beta = 0.34$, 95% CI [0.212, 0.467], $p < 0.001$). (See Figure 3).

Table 4. Bootstrap regression analysis results.

| H8: | | | | | | Environmental Commitment | | |
|-----------------------------|--|---------|------|------|-------|---|---------------------|-------------|
| | | | | | | β | Confidence Interval | |
| | | | | | | | Lower Limit | Upper Limit |
| Personal norm (X) | | | | | | 0.26 ** | 0.056 | 1.591 |
| Environmental education (W) | | | | | | 0.81 * | 0.134 | 1.678 |
| X.W (Interaction) | | | | | | 0.25 ** | 0.059 | 0.460 |
| R ² | | | | | | 0.18 | | |
| Environmental education | | β | S.E. | t | LLCI | ULCI | | |
| Exist | | 0.27 * | 0.07 | 3.63 | 0.115 | 0.388 | | |
| None | | 0.07 ** | 0.06 | 1.99 | 0.005 | 0.139 | | |
| H9: | | | | | | Support for Sustainable Tourism Development | | |
| | | | | | | β | Confidence Interval | |
| | | | | | | | Lower limit | Upper limit |
| Personal norm (X) | | | | | | 0.51 * | 0.232 | 0.794 |
| Environmental education (W) | | | | | | 0.73 ** | 0.068 | 1.405 |
| X.W (Interaction) | | | | | | 0.17 ** | 0.009 | 0.347 |
| R ² | | | | | | 0.29 | | |
| Environmental education | | β | S.E. | t | LLCI | ULCI | | |
| Exist | | 0.34 * | 0.06 | 5.24 | 0.212 | 0.467 | | |
| None | | 0.16 * | 0.06 | 2.76 | 0.048 | 0.284 | | |

* $p < 0.001$ ** $p < 0.05$.

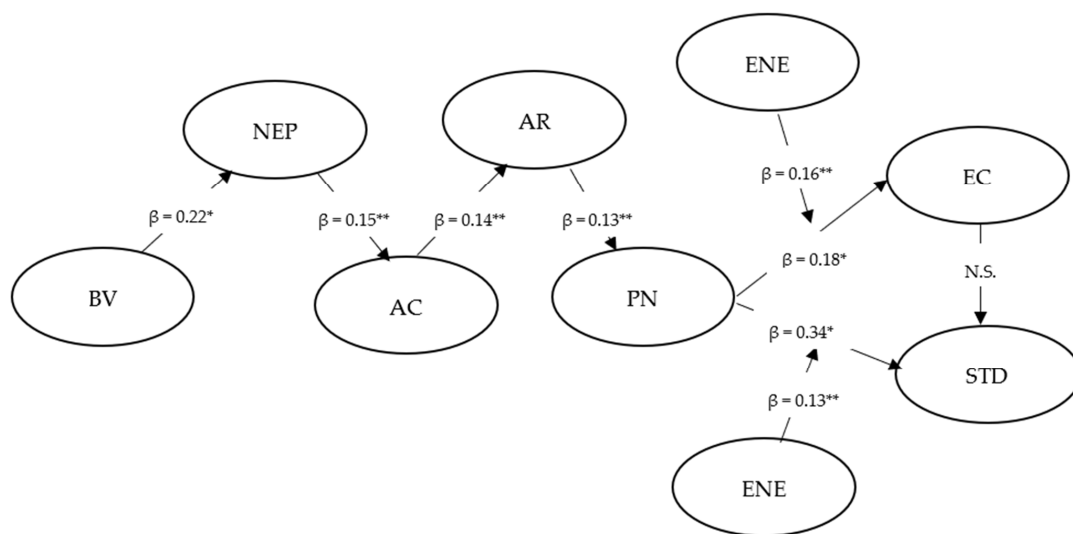


Figure 3. Structural model coefficients. BVs: biospheric values, NEP: New Environmental Paradigm, AC: awareness of consequences, AR: ascription of responsibility, PNs: personal norms; EC: environmental commitment; STD: sustainable tourism development; ENE: environmental education. * $p < 0.001$; ** $p < 0.05$; N.S. not significant.

5. Discussion

The studies carried out regarding pro-environmental behaviors within the sustainability literature in tourism have generally focused on hotels and tourists [25,76,77]. Additionally, it has been emphasized in previous studies that local people have a great influence on sustainable tourism [78,79]. It is known that involving local communities in decision-making processes through consultation committees, workshops, and similar organizations aimed at the development of sustainable tourism yields various benefits [80]. In another study, it was observed that changes in the behaviors and social habits of local residents significantly contribute to the sustainability of destinations by helping reduce overconsumption, the carbon footprint, and waste [81]. Unlike other studies, this research aims to examine the environmental decision-making processes of local people from a sustainable tourism perspective. Drawing on the Value–Belief–Norm Theory (VBN), this text aims to elucidate environmental commitment and intentions to support sustainable tourism development. Additionally, it investigates the moderating role of commitment in the relationship between these variables. In parallel with other studies in the literature [23,24,27,29], this study has determined that perceived values (biospheric values) lead to awareness of environmental problems, to the assumption of responsibilities related to these problems, and ultimately to the emergence of a pro-environmental personal norm. The findings of the study are consistent with the Value–Belief–Norm Theory [12]. Examining the results, it is evident that the local people who highly value the environment experience an increased awareness of the environmental issues. This heightened awareness, in turn, instills a sense of responsibility, leading individuals to develop moral obligations toward the environmental problems. When examining the studies that support the findings of our research in the literature, in a study conducted to address global environmental problems, Klöckner [27] examined how people make decisions about environmental behaviors. In the research, a meta-analytic structural equation model was used based on a pool of 56 different data sets that comprised various target behaviors. Klöckner [27] stated that the pro-environmental personal norm could be achieved through the awareness of environmental problems and feeling responsible for these problems. It is apparent that this result is consistent with the findings of our study.

According to the research findings, the pro-environmental personal norm affects environmental commitment and the willingness to support sustainable tourism development. These findings support the outcomes of previous studies [82–84]. This study's findings indicate that local residents with biospheric values have demonstrated an increased environmental commitment due to a sense of pro-environmental obligation. In examining studies in the literature that correspond with our research findings, we find that Lynes and Dredge [82] stated in their study within a different area of tourism that pro-environmental personal norms, derived from attitudes, values, and beliefs, have a critical impact on environmental commitment. They also express a desire to participate in finding solutions to environmental issues caused by tourism. Among the findings of this study, it has been stated that the pro-environmental personal norm has a positive effect on supporting sustainable tourism development. When compared with studies in the literature, this result is compatible with the research conducted by Andersson, Shivarajan, and Blau [83]. In their study, Andersson, Shivarajan, and Blau [83] found that the pro-environmental personal norms of individuals influence their intentions to support ecological sustainability. The research indicated that for organizations to achieve their ecological sustainability targets, employees need to have pro-environmental personal norms. In another study, Lind et al. [84] investigated Norwegian tourists and found that values, beliefs, and pro-environmental personal norms affect individuals' sustainable travel choices. Their study revealed that pro-environmental personal norms influence individuals' modes of travel, leading them to prefer sustainable options. These findings are consistent with the results of our research. This is consistent with that found in previous studies [85]. Moreover, it is in line with Wynveen, Kyle, and Tarrant's [77] finding that the environmental moral obligations formed by individuals with biospheric values have an impact on their intentions

to solve environmental problems. This suggests that individuals with pro-environmental moral obligations are more probable to support the development of sustainable tourism. When the findings of the study conducted by Park et al. [24] are examined, it is also similar to the fact that the strong personal norms of volunteer tourists have a positive effect on their intentions to support sustainable tourism development.

In the study, the relationship between local people's environmental commitment behavior and intent to support sustainable tourism development was examined. However, it was found that this relationship is not significant in the research, diverging from findings in previous studies [86–89]. Suasana and Ekawati [90] stated in their study that environmental commitment has a positive and significant effect on green innovations. They found that individuals with high environmental commitment support sustainable innovative practices. Such a finding does not coincide with the findings of our study. Similarly, Xing et al. [89] reported that environmental commitment contributes to environmental management and sustainable innovative practices. This result also does not align with our findings. His study indicated that environmental commitment influences environmentally friendly behavior, positively influencing sustainable tourism development. The finding of this research may be attributed to the perspective of the locals, suggesting that individuals experiencing a high level of environmental commitment may not see a correspondence between their efforts in supporting sustainable tourism activities and the benefits gained from these efforts in a cost–benefit perspective.

In addition, among the findings of the study, it was found that education to increase environmental awareness has a moderating role in the relationship between pro-environmental personal norms and environmental commitment. This research is similar to previous studies in the literature [46,91]. This result, which is consistent with the research conducted by Marcinkowski [91], states that when pro-environmental personal norms are strengthened by environmental education, the effect on environmental commitment will increase. In other words, it has been observed that the pro-environmental behaviors of the local people supported by education will strengthen their commitment to the environment. Education was seen as an important source of motivation in terms of sustainable pro-environmental behaviors [46]. Another finding in the study is that environmental education has a positive effect on the relationship between environmental moral obligations and support for sustainable tourism development. Flint [92] stated in his research that in sustainable development and sustainable environmental management, environmental education of the society is very important in determining pro-environmental policies. Environmental education creates environmental awareness in individuals and provides the opportunity to evaluate the decisions made by the administrations in depth [92].

6. Conclusions

This research has revealed that the biospheric value that local people attach to the environment supports the ecological worldview. This view creates an awareness concerning environmental problems, this awareness imposes a responsibility on individuals for these problems, and the responsibility imposed on individuals creates pro-environmental moral obligations.

This situation identifies the pro-environmental decision-making processes of local people. Klockner [27] has stated that individuals' environmentally responsible decision-making processes contribute to engaging in environmentally friendly actions. Through this research, the validity of the VBN has been tested, and it has been determined that personal norms are elicited by sequential values, an ecological worldview, awareness of negative consequences, and ascribed responsibility.

The second outcome of the study is that the pro-environmental personal norms of the local people affect their environmental commitment. It has been observed that environmental commitment is determined by pro-environmental personal norms and that the long-term environmental behavior of individuals depends on moral obligations. As reported in the study of Rahman and Reynolds [38], tourists with high environmental

commitment stated that they developed intentions to protect the environment and preferred green hotels. Thus, having a high level of environmental commitment leads to an increase in pro-environmental attitudes. Hergesell [40] stated that individuals who used public transportation intensively during their travels had high environmental awareness and commitment.

The third result found in this study within the context of the VBN is that pro-environmental personal norms positively affect the intention to support sustainable tourism development. Park et al. [24] argue that the environmental moral obligations of volunteer tourists affect their intention to support sustainable tourism development. However, the fact that the studies conducted in this field are generally on tourists and hotel businesses has shown that previous research has not covered all the stakeholders of tourism. This research focuses on local people, which have not been previously examined in the VBN, and tries to fill the gap in this context.

The fourth result of this research is that the environmental commitment of local people negatively affects the intent to support sustainable tourism. This result is not similar to other studies found in the literature [30]. Terrier and Marfaing [15] conclude that the individuals with high environmental commitment support environmentally friendly behaviors and show green purchasing behaviors. Mishra et al. [93] claimed that environmental commitment has an effect on motivating sustainable choices. It has been considered that the situation that emerged in the research may be because although the environmental commitment of the locals is high, the expectations they have achieved in terms of sustainable tourism are below the efforts they make.

Another result obtained in this research is that environmental education has a positive moderating role in the relationship between pro-environmental personal norms with biospheric values and both environmental commitment and intent to support sustainable tourism development. In this case, it has been observed that personal norms supported by environmental education led to high environmental commitment and a high level of intention to support sustainable tourism development.

7. Implications

This study aimed to enhance the existing knowledge in the literature by testing the pro-environmental decision-making processes in tourism on a previously unexplored group, the local people, and has revealed various theoretical and practical implications on the basis of the research findings. The significance of local people in pro-environmental moral obligations in sustainable tourism has been emphasized. It has also been determined that the locals support sustainable tourism development and that environmental education has a regulatory role while providing this support. It has also been determined that trainings to increase environmental awareness are a strong motivation in the effect of the pro-environmental personal norms of local people on long-term environmental commitment behavior.

Based on the findings and discussions, this research offers various implications for the decision-making processes of local people in Manavgat for environmental protection. This research is expected to provide important implications for other destinations and studies.

7.1. Theoretical Implications

The findings of this study have theoretical implications; the VBN, specifically developed to shed light on pro-environmental behaviors, was put to the test among local individuals. Sustainable tourism development relies extensively on the involvement of local individuals. Prior research has largely focused on hotels and tourists but not on the locals residing in the destinations [50,84].

This study is deemed a vital addition to the sustainable tourism literature through its objective evaluation of the environmental decision-making processes of local communities. Using the VBN, the study establishes causal connections between environmental values, beliefs, personal norms, and environmental commitments while determining the impact of

local moral obligations on environmental decisions. This study contributes significantly to the theory by proposing that the emergence of environmental conservation practices in tourism has an impact on environmental dedication. Transforming this situation into enduring behaviors is crucial for sustainable tourism.

This study presents a new theoretical perspective on sustainable tourism development, examining the effect of pro-environmental personal norms on the intention to support such pursuits. Consistent with the VBN and prior research [94], the findings demonstrate the significant role of local communities in taking pro-environmental actions towards sustainable tourism development.

Finally, it was observed that education on environmental issues played a moderating role in the relationship between pro-environmental personal norms and both environmental commitment and intent to support sustainable tourism development. The personal norm and environmental education variables were found to explain 18% of the environmental commitment variable and 29% of the support for sustainable tourism development variable. It can be argued that these two antecedent variables explain the intention to support sustainable tourism development more strongly. To sum up, the explanation level of the personal norm and environmental education variables regarding environmental commitment is low, while their explanation level for support for sustainable tourism development is moderate [95]. According to these results, the importance of the environmental education concept in environmental protection behaviors has been expressed, and it has provided a theoretical contribution by providing a comprehensive perspective in understanding the sustainable behaviors of local people.

7.2. Practical Implications

This study's findings demonstrate practical contributions, indicating that the pro-environmental personal norms of the local participants have a positive impact on environmental commitment. From this perspective, it would be advantageous for the local government, hotels, and non-profit organizations responsible for developing and planning sustainable tourism in various destinations to arrange diverse events and informative festivals that promote the values and encourage the moral responsibility of individuals. In the preparation of sustainable development plans, it is believed that establishing a collaborative workspace for evaluating the opinions of local residents and pro-environmental values, beliefs, and norms would prove beneficial. Placing emphasis on the environmental protection behaviors of the locals residing in the destination, particularly in city councils under the purview of local government, would help promote tourism development.

This study determined that a high level of environmental commitment does not have an impact on the intention to support sustainable tourism development. This outcome is believed to be due to the influence of a cost/benefit perspective on the efforts made by local people towards environmental commitment, as they perceive it to have no effect on sustainable tourism. Wang et al. [96] found that local residents prioritize rational and self-interest factors when considering their support for sustainable tourism development. Therefore, local support for sustainable tourism is more likely when the benefits of tourism align with the efforts made. Accordingly, it is recommended that local governments utilize various promotional and informative training approaches to effectively communicate the benefits of sustainable tourism development to residents. On the other hand, providing various incentives that encourage residents might be effective for administrations and planners who seek sustainable development in tourism.

Incorporating local communities into decision-making processes for sustainable tourism development projects will be beneficial. However, effective participation of local communities in decision-making requires them to possess the appropriate knowledge, skills, and abilities. In this context, environmental education plays a pivotal role in enhancing and strengthening public awareness of environmental issues. Increased awareness can lead to changes in societal behaviors and social norms. It is thought that the establishment of NGOs in societies that have reached a certain level of awareness will help in the control

and supervision of sustainable tourism planners. It is believed that pro-environmental NGOs will guide planners in determining the ecological boundaries of the destination, ensuring its sustainability and transferring it to future generations.

Finally, the results of this study showed that environmental education has a moderating role in the relationship between pro-environmental personal norms and both environmental commitment and intention to support sustainable tourism development. It is thought that it would be beneficial to provide environmental protection courses and trainings in the relevant departments of local governments to increase the environmental awareness of the local people, to improve their ecological awareness, and to popularize and encourage the concept of environmental protection. It is thought that providing trainings on issues such as resource utilization, waste management, and environmental awareness in these courses will strengthen the commitment of societies to the environment [48]. In addition, it is thought that applied libraries will contribute to environmental education in the context of sustainable development [27].

7.3. Limitations and Future Research

There are various limitations and evaluations for future research in this study. First, the current study was carried out in the Manavgat touristic destination. Since the findings of this research reflect the characteristics of this region, it is rather difficult to generalize. In this sense, it is thought that in future studies, by using a similar model in other destinations, the relevant data can be expanded and the results can be generalized. In addition, this research was conducted by focusing on local people. In future studies, it is also possible that examining other stakeholders of sustainable tourism, such as NGOs and tourism authorities, will also contribute to the emergence of significant results.

Another limitation is that this study focused on biospheric values within the ordered values in the VBN developed by Stern [12]. Altruistic and egoistic values were excluded from the study. This situation shows that the VBN has not been fully tested and it is thought that examining the biospheric, altruistic, and egoistic values in their entirety will be useful for future studies and for testing the VBN in its entirety. In addition, the theoretical model can be expanded by replacing the moderating role of environmental education in the study with different moderators. For example, the concept of psychological ownership can be added in future studies, and it is thought that investigating the effect of psychological ownership on sustainable tourism development will be beneficial for the literature. The reason for this is that there are few studies on the effects of psychological mechanisms on sustainable tourism development and sustainable consumption areas in tourism [97].

Based on research findings, in future studies, it is of great importance to evaluate green human resource management issues in tourism businesses, which play a significant role in sustainable tourism development. It is known that employees working in tourism businesses are effective contributors to sustainable tourism [98]. Therefore, examining the role of environmental education in fostering environmentally friendly behaviors among employees and its contribution to developing environmental commitment could be beneficial in this context.

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Appendix A. Questionnaire Form

How Does Environmental Education Moderate Local People's Commitment to the Environment and Intention to Support Tourism Development?

This questionnaire has been prepared to determine local people's environmental commitment and intention to support sustainable tourism development within the scope of value belief norm Theory and to determine the regulatory role of altruism. Your answers will provide you with better service in the future. The data collected will be kept completely confidential and will only be used for scientific purposes. Thank you for your participation.

1. Demographic profile

| | | | | | |
|--------------------------------|--------------------------|---------------------|-----------------------|---------------------|-----------------|
| Gender | Male () | Female () | | | |
| Age | 18–30 () | 31–40 () | 41–50 () | 51–60 () | 60 and over () |
| Marital Status | Married () | Single () | | | |
| Educational Status | Elementary Education () | High School () | Bachelor's Degree () | Master's Degree () | |
| Income | 11.500–20.000 TL() | 20.001–30.000 TL() | 30.001–40.000() | 40.001–50.000 TL() | 50.001 TL+ () |
| Environmental education | Exist () | None () | | | |

Below are some statements for the purpose of the research. Please use the scale below (starting from 1 = strongly disagree to 5 = strongly agree) to indicate your level of agreement with the statements. Please circle the appropriate number.

| Statements | Strongly Disagree ← Strongly Agree | | | | |
|---|------------------------------------|---|---|---|---|
| Protecting the environment and nature is crucial. | 1 | 2 | 3 | 4 | 5 |
| Pollution must be prevented for a sustainable environment. | 1 | 2 | 3 | 4 | 5 |
| It is necessary to respect nature by living in harmony with other beings. | 1 | 2 | 3 | 4 | 5 |
| Integrating with nature is important for the sustainability of the Earth. | 1 | 2 | 3 | 4 | 5 |
| Disastrous outcomes may result if humans intervene with nature. | 1 | 2 | 3 | 4 | 5 |
| Both plants and animals possess the same right to live as humans. | 1 | 2 | 3 | 4 | 5 |
| The environment is severely abused by people. | 1 | 2 | 3 | 4 | 5 |
| The nature has a very sensitive balance and can be easily disturbed. | 1 | 2 | 3 | 4 | 5 |
| In the near future we may face a major environmental disaster. | 1 | 2 | 3 | 4 | 5 |
| We are approaching the maximal amount of people. | 1 | 2 | 3 | 4 | 5 |
| Earth is like a spacecraft with bounded resources. | 1 | 2 | 3 | 4 | 5 |
| Humans are still under the natural laws. | 1 | 2 | 3 | 4 | 5 |
| Earth has a diversity of resources. | 1 | 2 | 3 | 4 | 5 |
| Tourism may lead to pollution, climate change, and depletion of natural resources. | 1 | 2 | 3 | 4 | 5 |
| Tourists may cause degradation caused by waste. | 1 | 2 | 3 | 4 | 5 |
| Environment-related trainings can help reduce waste. | 1 | 2 | 3 | 4 | 5 |
| Environment-related trainings can improve the quality of the environment. | 1 | 2 | 3 | 4 | 5 |
| I have a sense of partial responsibility for environmental issues stemming from tourism activities. | 1 | 2 | 3 | 4 | 5 |

| Statements | Strongly Disagree ↔ Strongly Agree | | | | |
|---|------------------------------------|---|---|---|---|
| Residents living in the tourism destination need to take responsibility for the environmental issues arising from tourism activities. | 1 | 2 | 3 | 4 | 5 |
| The responsibility for waste disposal resulting from tourism activities lies with the government, the tourism sector, and myself. | 1 | 2 | 3 | 4 | 5 |
| I share responsibility for the environmental degradation resulting from tourism activities. | 1 | 2 | 3 | 4 | 5 |
| I must stop damaging the tourism destination where I live now. | 1 | 2 | 3 | 4 | 5 |
| I am obligated to adhere to laws and regulations concerning the environment in tourism destinations. | 1 | 2 | 3 | 4 | 5 |
| I must protect both the place where I live and its environment. | 1 | 2 | 3 | 4 | 5 |
| I must reduce environmental problems in the tourism destination where I live. | 1 | 2 | 3 | 4 | 5 |
| I am deeply committed to the protection of the environmental interests of this destination. | 1 | 2 | 3 | 4 | 5 |
| I sense a strong bond with the environment of this destination. | 1 | 2 | 3 | 4 | 5 |
| In the future, I tend to improve my connection with the surrounding of this destination. | 1 | 2 | 3 | 4 | 5 |
| I believe I have a powerful bond with the environment of this destination. | 1 | 2 | 3 | 4 | 5 |
| Tourism development helps society grow in the right direction. | 1 | 2 | 3 | 4 | 5 |
| I feel joy and pride in witnessing see the tourists who come here because of the tourism value of this destination. | 1 | 2 | 3 | 4 | 5 |
| Tourism holds great potential for the future of local people. | 1 | 2 | 3 | 4 | 5 |
| I support new tourism activities aimed at attracting more visitors to the region. | 1 | 2 | 3 | 4 | 5 |

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