

How to Cite:

Aeknarajindawat, N., Aeknarajindawat, N., & Aswasuntrangkul, D. (2022). Development of the environment and potential of tourism areas of Tak Province. *International Journal of Health Sciences*, 6(S5), 299–313. <https://doi.org/10.53730/ijhs.v6nS5.5228>

Development of the Environment and Potential of Tourism Areas of Tak Province

Natnaporn Aeknarajindawat

Suan Sunandha Rajabhat University

Email: natnaporn.ae@ssru.ac.th

Nattachai Aeknarajindawat

Suan Sunandha Rajabhat University

Email: nattachai.ae@ssru.ac.th

Damkerng Aswasuntrangkul

Suan Sunandha Rajabhat University

Email: Damkerng.as@ssru.ac.th

Abstract---The current research had identified the contributing sources for the substance of environmental responsible behavior (ERB) in mountain tourism in Kampaengpet Province, Thailand. Kampaengpet Provinces, Thailand's economy grew significantly as a result of its involvement. This development could be maximized if the environmental responsible behavior is increased. Various studies mentioned in the literature that tourist experience and place attachment played an important role to enhance the environmental behavior. Consequently, the present research objective was to evaluate the moderating effect of place attachment between the association of tourist experience and environmental responsible behavior. To get this objective, the data was collected from the tourist which were came for visit. The key findings had shown that tourist responsible behavior directly positively and significantly effect by tourism experience. While place attachment has a moderating influence on the association between tourist experience and environmentally responsible behavior, it also has a moderating effect on the relationship between tourist experience and environmental responsibility. Theoretically, the present study tested a moderating effect of place attachment which also has a significant moderating between the association of tourist experience and tourist environmental experience. As a result, this moderating impact is regarded as a significant addition of the paper, which might add to the body of literature in existing studies. On the other hand, the recent study could also help to the researcher to enhance their research collaboration in future. Practically, this study could also help to the

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Aeknarajindawat, N.; Email: natnaporn.ae@ssru.ac.th

Manuscript submitted: 18 Nov 2021, Manuscript revised: 09 Feb 2022, Accepted for publication: 27 March 2022

tourism industry to understanding the significances of tourist experience as well as placement attachment to growth the tourist environmental behavior.

Keywords---tourist experience, place attachment, environmental responsible behavior, Thailand.

Introduction

Mountain tourism (MT) has grown in popularity since the nineteenth century (Gill & Williams, 1994; Towner, 1985). Kampaengpet Province, Thailand has a lot of mountain resources. The majority world nature are found in Kampaengpet Province, Thailand's mountain tourism resources (Tourism, 2007). Every year, more than two billion people visit mountains in Kampaengpet Province, Thailand, accounting for almost 20% of the whole tourism market (Wu, Li, Ma, Wang, & Zhu, 2022). As a result, mountain tourism is a key component of Kampaengpet Province, Thailand's tourism industry. However, the majority of fragile mountain ecosystems remain found within isolated as well as impoverished locations through inadequate strategy support and oversight (Arrowsmith & Inbakaran, 2002). Tourists' choices, purchases, consumption, and discarding of tourism services and items could not be regulated in those places (Marsh, 2002; Y.-l. Zhang et al., 2017), and local locals frequently prioritize economic gains over mountain protection of environment, adding to its degradation. Tourism marketers and environmental work to increase tourists' ERB in order to safeguard and conserve mountain tourism resources. ERB refers to tourist activities that demonstrate their care for the challenges of environmental (Hsu & Roth, 1998; Sivek & Hungerford, 1990)]. It entails preserving local flora and fauna (Ballantyne & Packer, 2011), conserving resources and energy (J. H. Han, Lee, & Hwang, 2016; Kaiser & Wilson, 2004), recycling (Logar, 2010), preventing pollution discharge (Kaiser & Wilson, 2004), besides traffic control (Guiver, Lumsdon, Weston, & Ferguson, 2007) in the environment of mountain. Many researchers have been identified various proactive methods for the uncover of ERB mechanisms like as sentiment (Halpenny, 2010; Smith, Siderelis, & Moore, 2010), experience (Hungerford & Volk, 1990), perceived value (Kang & Moscardo, 2006), and regulation.

Furthermore, relatively few legislation of environmental were found to be required. Furthermore, ERB is influenced by the tourists' own psychological and emotional aspects (Aytülkasapoğlu & Ecevit, 2002; Lee, Jan, & Yang, 2013). Lee and Jan (2015) thought that travelers' experiences would be influenced by their ERBs, therefore they created a model that environmental attitude, recreation experience, ERB and, environmental value. Cheng and Wu (2015) developed an ERB framework based on, environmental sensitivity and knowledge, and place attachment. They discovered that location attachment has a role in ERB mediation. Su, Hsu, and Boostrom Jr (2020) developed a paradigm of environmental stewardship, feelings, and ERB, of discovered such tourism destination's eco-friendly reputation and tourists' emotional experiences led to the establishment of ERB. According to Zhou, Tang, Lv, and Xing (2020), the creation of ERB is a consciousness process. The researchers discovered that visitor

engagement may independently create ERB due to influence of visitor-destination excellence link. Gupta, Arora, Sharma, and Mishra (2021) claimed that acknowledging repercussions of surroundings used to have an impact on ERB including his attachment in the direction of that location was a significant moderator of ERB.

ERB have been found in previous studies to be influenced by tourists' sentiments about the environment. By linking beneficial ERB also with knowledge and attitudes of the visitors, a pleasurable journey frequently changes tourist behavior. As a result, good travel experiences will create ERBs on their own. Tourist experience, on the other hand, seems to be a multi-faceted, all-encompassing concept that includes action, association, feeling, and intellect as a subjective psychological state (Beeho & Prentice, 1997; Io & Wan, 2018). Through behavior participation, that contributes to a feeling of belonging towards the environment (Pine & Gilmore, 1998; Xu & Zhang, 2016). Tourists that have a strong sense of place connection to a site are more likely to be concerned about regional protection of the environmental matters (Schultz, 2000). People who have a strong sense of location and identity support ERBs by taking action (Devine-Wright & Howes, 2010; Vaske & Kobrin, 2001). It's worth noting that nature connection is a significant idea in terms of ERBs for travelers. This emotional relationship across humans and nature is a key component of attachment theory in the sense of place (Raymond, Brown, & Weber, 2010). Tourists learn about and increase their awareness of the human-nature link, which leads to ERBs (Ballantyne, Packer, & Sutherland, 2011). In the line with this, the prior studies had major focused at direct effect of tourist experience on environmental responsible behavior (Kozak & Decrop, 2009; Yan & Jia, 2021) but had little attention indirect effect. Moreover, the previous studies also have less attention on dimensional effect of three indicators. In addition, preceding researches pay more attention on other established countries nonetheless have little consideration on the development country such as Thailand tourism industry. The Thailand tourism industry perform a significant part inside of social as well as economic development in Thailand (Chubchuwong, Beise-Zee, & Speece, 2015). Therefore, the tourism importance could not be ignored. Based on previous gaps, the current study purpose was to examine the moderating consequence of place attachment between the association of tourist experience and environmental responsible behavior of Kampaengpet Province, Thailand Mountains. The chapter was broken down into five main components. Introduction, overview of the literature, methodology of the study, analysis, and conclusion

Literature Review

Tourist experience, place attachment and environmental responsible behavior

Tourism is a multifaceted interaction between people and their surroundings (Sims, 2009). The entertainment and enjoyment are the very important which improve the experience of tourists [54]. Through behavioral involvement and connection, tourists improve association along with destination and also maintain an important emotions and attachments (Chhetri, Arrowsmith, & Jackson, 2004; Sims, 2009). Tourist experiences produce a variety of enjoyment states that take on different dimensions (Kim, Ritchie, & McCormick, 2012). The visitor experience

was separated into four dimensions by Paulauskaite, Powell, Coca-Stefaniak, and Morrison (2017) and Lebrun, Su, and Bouchet (2021): entertainment, education, aesthetics, as well as escape. A notable tourist activity, according to Kim et al. (2012), contains seven components: sensuality, participation, unique traditions, pleasure, meaning and purpose, knowledge, and innovation are all things that come to mind. Tourist experience were classified by Tsai (2016) as hedonism, participation, novelty, meaningfulness, and education. Cultural heritage, environmental surroundings, natural areas, consciousness, social interaction, consumerism, leisure, and recreation are the seven dimensions described by Gu et al. (2018). There is the four major component which are utilized in the study of Chang and Horng (2010) and Pezzi and Vianna (2015) are used in this paper. These characteristics take into account both the physical and mental aspects of visitors' experiences, are congruent with MT, in addition be there simple to assess in preparation.

Place attachment is characterized by environmental psychology as either a positive affective link among an individual with their surroundings. It also defines how tourists feel about a place. Place attachment has been defined by researchers as a combination of sense of place and community attachment. People's spirits for a place were measured in connection to place reliance and place identification by Williams and Vaske (2003). Place attachment was split into four categories by Hwang, Lee, and Chen (2005) location identity, place reliance, nature connection, and social bonding. Place attachment, according to Kaltenborn (1997), is made up of natural and cultural attachment. The natural and social environment are two elements of community attachment identified by (Dutcher, Finley, Luloff, & Johnson, 2007).

Nature bonding is an emotional, cognitive, or historical link to the natural world (Raymond et al., 2010). The natural and ecological environment of the mountains is great. Nature bonding is an important feature of place attachment should think about in terms of MT Tourist Attractions and Attachment toward a Place. Tourist participation and understanding of the destination are required for the formation of place attachment (Moore & Graefe, 1994; Tsai, 2016). Place attachment might be arouse by interesting and impressive events (Chen, Cheng, & Kim, 2020; Clark & Chabrel, 2007). Tourist pleasure by their emotional attachment to such natural environment is strengthened as a result of a range of travel experiences, and this relationship shapes place identity and nature bonding (Clare & Uzzell, 1996; Hay, 1998). Memorable experiences could also boost tourists' sense of place or dependency, authorizing that "enjoying the natural environment" make sure a strong favorable influence at place attachment (Halpenny, 2006; Hansen, Jensen, & Gustafsson, 2005). Korpela, Hartig, Kaiser, and Fuhrer (2001) discovered that in order to have a great experience, travelers preferred to visit specific sites. Tourists could immerse themselves in the environment at a particular area by engaging in an aesthetic understanding (Sotiriadis, 2017).

Mossberg (2007) discovered that aesthetic experience was a simple way to establish tourist attachment to a destination. A favorable aesthetic experience improves tourists' attachment to a place in rural tourism (Kastenholz, Marques, & Carneiro, 2020). Tourists need greater immersion and more participation in the escape experience; nevertheless, because they use additional time commuting to

undertakings, this remain simpler for them to create place characteristics (MacCannell, 1973; Pine, Pine, & Gilmore, 1999). Tourists' emotional attachment to a location is reinforced when they are in an environment favorable to physical relaxation and spiritual recuperation (Budruk, Thomas, & Tyrrell, 2009). Tourists could gain a sense of location by learning about its history, nature, and culture (Budruk et al., 2009). Furthermore, travelers' information sharing activities could boost place attachment by improving their involvement at the site (X. Han, Tian, & Sun, 2016). Instructing the tourists on the environmental conservation might assist them in developing a religious and psychological connection to the site, which is essential for place attachment (Weiler, 2016).

Sustainable energy, with little, recycling, sustainable flexibility and infrastructure, green shopping, and environmentally friendly social behaviors are all examples of ERB (Kaiser & Wilson, 2004). Tourists may interact with the destinations as well as the natural environment by doing so; tourists will develop good "human-to-land" sentiments. Tourists mimic and absorb ambient attitudes and actions as a result of this process (Su et al., 2020). In other words, during their travel experiences, visitors could feel enhanced personal attachment and a feeling of connection are two factors that contribute to attachment. Tourists that have a strong affinity to their destination will be more responsive to ERB and more conscious about environment (Confente & Scarpi, 2021). As a result, researchers believe that tourists who have a strong emotional connection to the site are more likely to undertake pro activities about the environment (Brown, Smith, & Assaker, 2016; Y. Zhang et al., 2016).

According to earlier findings, place attachment has a considerable influence on tourist ERB (Cheng, C. Wu, & Huang, 2013). Lee and Jan (2015) discovered that those who were strongly attached to a location had positive ERBs. Lee (2011) discovered that people who ensure a strong connection to a site will pick up other people's trash in a park. Tourists with a stronger sense of place were more inclined to criticize detrimental behaviors about the environment of nature (Kyle, Mowen, & Tarrant, 2004), a reaction that was connected with their attitudes and cognition. Travelers who have strong affections for a destination are more likely to be concerned about. Positive ERBs were formed by the action of positive memories formed during the tourism experience, which influences place identification by emotion regulation (Brown et al., 2016; Y. Zhang, Zhang, Zhang, & Cheng, 2014). Stedman originate a statistically substantial positive relationship among place individuality as well as desire for engage within ERBs. Environmental linking provides travelers with a place identity in natural and inspires superstar acts (Barr, Shaw, & Coles, 2011). Type foundation increases ERBs by meeting practical demands inside the location, and also the relationship fosters good feelings (Zhou et al., 2020). Place attachment has an impact on ERB in both direct and indirect ways (Lee, 2013; Stedman, 2002). On the behalf of the previous debate, it is hypothesized that;

Hypothesis1: The tourism experience has a positive and significant association with environmental responsible behavior.

Hypothesis 2: Placement attachment has significant and positive moderating effect between the relationship of tourism experience and environmental responsible behavior.

According to above discussion, the following research framework has been formulated below.

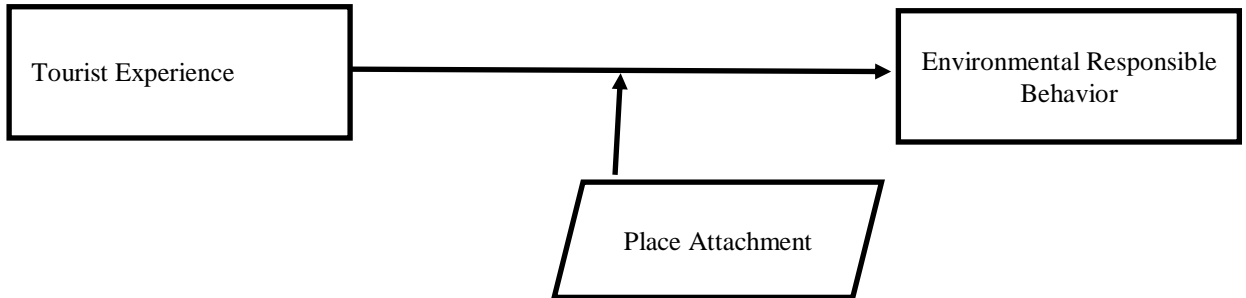


Figure.1: conceptual Framework

Research Methodology

The main objective of the present study was to test moderating effect of place attachment between association of tourist experience and environmental responsible behavior of mountain tourism in Kampaengpet Province, Thailand. This research seeks to back up general ideas with evidence and theories in order to achieve particular results. The current study used a quantitative research technique and a cross-sectional design of the study to achieve aim. The study was conducted in the region of mountain tourism in Kampaengpet Province, Thailand. Mountain tourism in Kampaengpet Province is considered to be backbone of the Thailand. Meanwhile, the COVID-19 has a negative impact on the entire economy, which is suffering from a decline in tourism. The data was collected by using survey questionnaire. The respondents were the tourist of the mountain tourism tourist in Kampaengpet Province, Thailand. A total of 300 questionnaires have been given, with 200 of them being returned, indicating a response rate of 66.67 %. Such response rate was thought to be enough for analysis.

Data Analysis and Findings

Convergent and discriminant validity could be used to evaluate the study's measuring model. Factor loadings with values larger than 0.5, average variance extracted (AVE) with values greater than 0.5, Cronbach alpha with values greater than 0.7, and composite reliability with values greater than 0.7 can all be used to assess convergent validity.. These values are recommended by various researchers in the previous studies (Hair, Ringle, & Sarstedt, 2012; Hair Jr, Hult, Ringle, & Sarstedt, 2016). Table 1 projected values revealed that almost all values met the suggested value requirements. The discriminant validity, on the other hand, might be examined using the Fornell and Lacker, as well as the heterotrait-monotrait correlation (HTMT). Fornell and Lacker's evaluation, all diagonal values must be bigger than the below values. Table 2 projected values revealed that each diagonal value are higher than the values below. Furthermore, the correlation

between the constructs for the HTMT should be smaller than 0.85 or 0.90 (Henseler, Ringle, & Sarstedt, 2015). The values of HTMT were less than 0.85 which full the criteria of discriminant validity.

Table 1
Construct Reliability and Validity

Construct and Indicators	Mean	AVE	CR	Chrohnbach Alpha
Entertainment		0.673	0.892	0.873
ENT1	0.783			
ENT2	0.893			
ENT3	0.912			
ENT4	0.893			
Aesthetics		0.684	0.894	0.846
ATS1	0.893			
ATS1	0.731			
ATS1	0.854			
ATS3	0.823			
Escapism		0.706	0.906	0.861
ESM1	0.850			
ESM2	0.789			
ESM3	0.888			
EAM4	0.832			
Education		0.676	0.893	0.840
EDU1	0.758			
EDU2	0.825			
EDU3	0.865			
EDU4	0.837			
Place Identity		0.689	0.898	0.850
PI1	0.831			
PI2	0.865			
PI3	0.831			
PI4	0.791			
Nature Bonding		0.720	0.912	0.871
NB1	0.834			
NB2	0.876			
NB3	0.841			
NB4	0.843			
Place Dependence		0.776	0.912	0.856
PD1	0.859			
PD2	0.905			
PD3	0.878			
General behavior		0.769	0.930	0.900
GB1	0.867			

GB2	0.900			
GB3	0.905			
GB4	0.833			
Particular behavior		0.773	0.932	0.903
PB1	0.880			
PB2	0.842			
PB3	0.907			
PB4	0.888			

Table 2
Fornell & Lacker Criterion

	EO	MO		DMC	VIC		MP		
ENT	0.783								
ATS	0.321	0.894							
ESM	0.450	0.352	0.783						
EDU	0.452	0.732	0.562	0.894					
PI	0.134	0.132	0.452	0.562	0.910				
NB	0.123	0.045	0.122	0.463	0.406	0.821			
PD	0.321	0.257	0.383	0.321	0.331	0.462	0.721		
GB	0.345	0.432	0.321	0.562	0.402	0.362	0.562	0.852	
PB	0.452	0.232	0.563	0.452	0.432	0.132	0.452	0.122	0.856

Structural Model

The next step in the data analysis was to test the hypothesis. For this purpose, the bootstrap resampling 5000 technique used which is an important technique for the data analysis. The PLS-SEM outcomes had shown that tourist experience had a positive and significant relationship with the environmental responsible behavior that supports to hypothesis. On the other hand, indirect effect also shown the positive and significant moderating effect of place attachment between the association of tourist experience and environmental responsible behavior that also supports to hypothesis 2. These findings have shown that both of the tourist experience and placement attachment are considered to be important indicators to enhance the behaviors of tourist. The above described results are predicted in the following Table. 3 below.

	Beta	S.D	T Statistics	P Values	Results
TE->TEB	0.484	0.107	4.536	0.000	Supported
TE*PA->TEB	0.499	0.103	4.876	0.000	Supported

Note: TE-tourist experience, TEB-Tourist environmental behavior, PA-placement attachment.

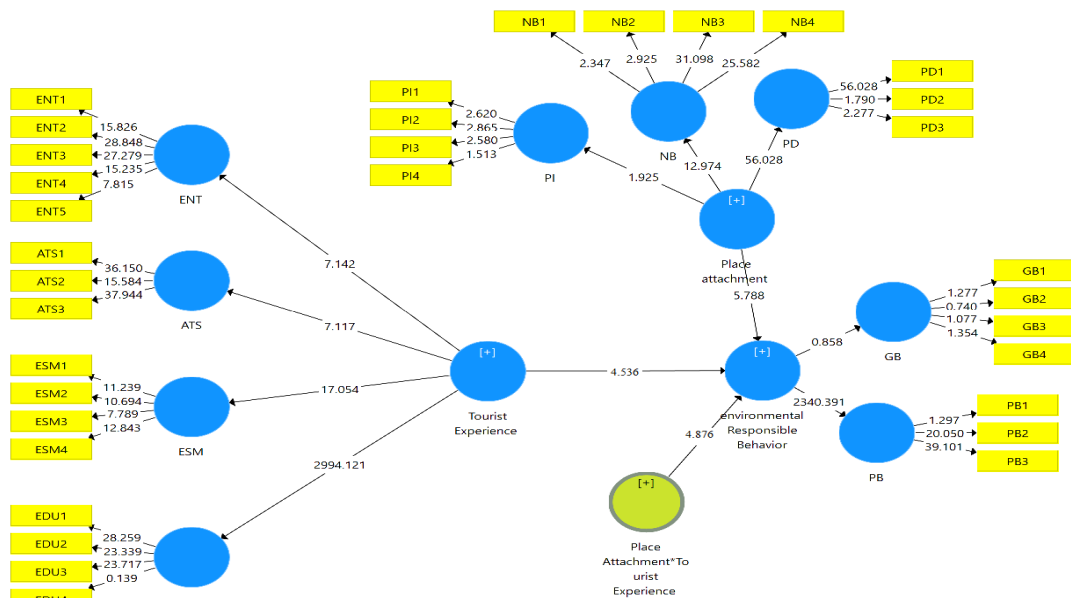


Figure 2. Structural Model

Discussion and Recommendations

The current research had identified the contributing sources for the substance of environmental responsible behavior (ERB) in mountain tourism Kampaengpet Province, Thailand. Kampaengpet Provinces, Thailand played an important role in the development of Thailand economies. This development could be maximized if the environmental responsible behavior is increased. Various studies mentioned in the literature that tourist experience and place attachment played an important role to enhance the environmental behavior. Therefore, the current study objective was to evaluate the moderating effect of place attachment between the association of tourist experience and environmental responsible behavior. To get this objective, the data was collected from the tourist which were came for visit. The key findings had shown that tourist responsible behavior directly positively and significantly effect by tourism experience. The findings of the study are further in line with previous studies which has same results (Wu et al., 2022). While, the place attachment also has a moderating effect on the relationship of tourist experience and environmental responsible behavior. This show that when the placement attachment of the tourist is increased then the tourist experience about the place also increase which helps to environmental responsible behavior. In addition, the travelers feel more pleased by seeking the emotional freedom and also physical freedom in the mountains when they experienced. This is considered to be a primary factor in the development of tourism. Further, it is being also leads for establishment of place identification and association along with the nature.

Along with previous discussion, it is concluded that the findings demonstrate that escape and aesthetic experiences have an effect on general and specific ERB via nature bonding. The comfortable vibe and beautiful environments allow tourists comprehend the connection between man and environment and also they might

take measures to prevent nature and preserve the mountainous environment by implementing ERBs like waste collection. The impact of entertainment on general ERB is moderated through location identification and the bonding of nature. Moreover, the tourists might also address the issues related to environment if they considered that the landscape of the mountains is being self-part and also being had an important emotional attachment with nature an entertainment experience nature. Through place identification, education experience influences overall ERB. When tourists immerse themselves in the mountain landscape, they become aware of environmental issues and gain information about environmental conservation. As a result, mountainous landscapes could be constructed with either a leisure atmospheric, landscape aesthetic, or educational purposes in mind, such that tourists could be pay more attention on the issues of environmental perspective and also take participation in the preservation action related to environment.

The current study also some theoretical and practical implications. Theoretically, the present study tested a moderating effect of place attachment which also has a significant moderating between the association of tourist experience and tourist environmental experience. Therefore, this moderating effect is considered to be a big contribution of the study that could added a body of literature in the extant studies. On the other hand, the current study could also helped to the researcher to enhance their research collaboration in future. Practically, this study could also helped to the tourism industry to know about the importance of tourist experience and placement attachment to increase the tourist environmental behavior. The study also have some limitations that could help for the future research. Firstly, the study was limited on the Thailand tourism, a future study could be done on other countries to enhance the research generalizability. Secondly, the study was limited on the moderating effect, there are various other variables that could effect to tourist environmental experience. Therefore, a future research could be done along with other exogenous and mediating variable.

References

- Arrowsmith, C., & Inbakaran, R. (2002). Estimating environmental resiliency for the Grampians National Park, Victoria, Australia: a quantitative approach. *Tourism Management*, 23(3), 295-309.
- Aytülkasapoğlu, M., & Ecevit, M. C. (2002). Attitudes and behavior toward the environment: The case of Lake Burdur in Turkey. *Environment and behavior*, 34(3), 363-377.
- Ballantyne, R., & Packer, J. (2011). Using tourism free-choice learning experiences to promote environmentally sustainable behaviour: the role of post-visit 'action resources'. *Environmental education research*, 17(2), 201-215.
- Ballantyne, R., Packer, J., & Sutherland, L. A. (2011). Visitors' memories of wildlife tourism: Implications for the design of powerful interpretive experiences. *Tourism Management*, 32(4), 770-779.
- Barr, S., Shaw, G., & Coles, T. (2011). Sustainable lifestyles: sites, practices, and policy. *Environment and Planning A*, 43(12), 3011-3029.
- Beeho, A. J., & Prentice, R. C. (1997). Conceptualizing the experiences of heritage tourists: A case study of New Lanark World Heritage Village. *Tourism Management*, 18(2), 75-87.

- Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. *Tourism Management*, 55, 160-172.
- Budruk, M., Thomas, H., & Tyrrell, T. (2009). Urban green spaces: A study of place attachment and environmental attitudes in India. *Society and Natural Resources*, 22(9), 824-839.
- Chang, T.-Y., & Horng, S.-C. (2010). Conceptualizing and measuring experience quality: the customer's perspective. *The Service industries journal*, 30(14), 2401-2419.
- Chen, X., Cheng, Z.-f., & Kim, G.-B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904.
- Cheng, T.-M., C. Wu, H., & Huang, L.-M. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*, 21(8), 1166-1187.
- Cheng, T.-M., & Wu, H. C. (2015). How do environmental knowledge, environmental sensitivity, and place attachment affect environmentally responsible behavior? An integrated approach for sustainable island tourism. *Journal of Sustainable Tourism*, 23(4), 557-576.
- Chhetri, P., Arrowsmith, C., & Jackson, M. (2004). Determining hiking experiences in nature-based tourist destinations. *Tourism Management*, 25(1), 31-43.
- Chubchuwong, M., Beise-Zee, R., & Speece, M. W. (2015). The effect of nature-based tourism, destination attachment and property ownership on environmental-friendliness of visitors: A study in Thailand. *Asia Pacific Journal of Tourism Research*, 20(6), 656-679.
- Clare, T., & Uzzell, D. (1996). Place and identity processes. *Journal of Environmental Psychology-Jenviron Psychol*, 16, 205-220.
- Clark, G., & Chabrel, M. (2007). Measuring integrated rural tourism. *Tourism Geographies*, 9(4), 371-386.
- Confente, I., & Scarpi, D. (2021). Achieving environmentally responsible behavior for tourists and residents: A norm activation theory perspective. *Journal of Travel Research*, 60(6), 1196-1212.
- Devine-Wright, P., & Howes, Y. (2010). Disruption to place attachment and the protection of restorative environments: A wind energy case study. *Journal of environmental psychology*, 30(3), 271-280.
- Dutcher, D. D., Finley, J. C., Luloff, A., & Johnson, J. B. (2007). Connectivity with nature as a measure of environmental values. *Environment and behavior*, 39(4), 474-493.
- Gill, A., & Williams, P. (1994). Managing growth in mountain tourism communities. *Tourism Management*, 15(3), 212-220.
- Gu, X.-p., Lewis, B. J., Niu, L.-j., Yu, D.-p., Zhou, L., Zhou, W.-m., . . . Dai, L.-m. (2018). Segmentation by domestic visitor motivation: Changbai Mountain Biosphere Reserve, China. *Journal of mountain science*, 15(8), 1711-1727.
- Guiver, J., Lumsdon, L., Weston, R., & Ferguson, M. (2007). Do buses help meet tourism objectives? The contribution and potential of scheduled buses in rural destination areas. *Transport Policy*, 14(4), 275-282.

- Gupta, A., Arora, N., Sharma, R., & Mishra, A. (2021). Determinants of Tourists' Site-Specific Environmentally Responsible Behavior: An Eco-Sensitive Zone Perspective. *Journal of Travel Research*, 00472875211030328.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial least squares: the better approach to structural equation modeling? *Long Range Planning*, 45(5-6), 312-319.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage publications.
- Halpenny, E. A. (2006). Environmental behaviour, place attachment and park visitation: A case study of visitors to Point Pelee National Park.
- Halpenny, E. A. (2010). Pro-environmental behaviours and park visitors: The effect of place attachment. *Journal of environmental psychology*, 30(4), 409-421.
- Han, J. H., Lee, M. J., & Hwang, Y.-S. (2016). Tourists' environmentally responsible behavior in response to climate change and tourist experiences in nature-based tourism. *Sustainability*, 8(7), 644.
- Han, X., Tian, T., & Sun, B. (2016). A "perception-identity-engagement" model for the tourism virtual community. *Tourism tribune*, 31(8), 61-70.
- Hansen, K. V., Jensen, Ø., & Gustafsson, I. B. (2005). The meal experiences of à la carte restaurant customers. *Scandinavian Journal of Hospitality and Tourism*, 5(2), 135-151.
- Hay, R. (1998). Sense of place in developmental context. *Journal of environmental psychology*, 18(1), 5-29.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43(1), 115-135.
- Hsu, S. J., & Roth, R. E. (1998). An assessment of environmental literacy and analysis of predictors of responsible environmental behaviour held by secondary teachers in the Hualien area of Taiwan. *Environmental education research*, 4(3), 229-249.
- Hungerford, H. R., & Volk, T. L. (1990). Changing learner behavior through environmental education. *The Journal of environmental education*, 21(3), 8-21.
- Hwang, S.-N., Lee, C., & Chen, H.-J. (2005). The relationship among tourists' involvement, place attachment and interpretation satisfaction in Taiwan's national parks. *Tourism Management*, 26(2), 143-156.
- Io, M.-U., & Wan, P. Y. K. (2018). Relationships between tourism experiences and place attachment in the context of casino resorts. *Journal of Quality Assurance in Hospitality & Tourism*, 19(1), 45-65.
- Kaiser, F. G., & Wilson, M. (2004). Goal-directed conservation behavior: The specific composition of a general performance. *Personality and Individual Differences*, 36(7), 1531-1544.
- Kaltenborn, B. P. (1997). Nature of place attachment: A study among recreation homeowners in Southern Norway. *Leisure sciences*, 19(3), 175-189.
- Kang, M., & Moscardo, G. (2006). Exploring cross-cultural differences in attitudes towards responsible tourist behaviour: A comparison of Korean, British and Australian tourists. *Asia Pacific Journal of Tourism Research*, 11(4), 303-320.
- Kastenholz, E., Marques, C. P., & Carneiro, M. J. (2020). Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management*, 17, 100455.

- Kim, J.-H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25.
- Korpela, K. M., Hartig, T., Kaiser, F. G., & Fuhrer, U. (2001). Restorative experience and self-regulation in favorite places. *Environment and behavior*, 33(4), 572-589.
- Kozak, M., & Decrop, A. (2009). *Handbook of tourist behavior: Theory & practice* (Vol. 16): Routledge.
- Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of environmental psychology*, 24(4), 439-454.
- Lebrun, A.-M., Su, C.-J., & Bouchet, P. (2021). Domestic tourists' experience in protected natural parks: A new trend in pandemic crisis? *Journal of Outdoor Recreation and Tourism*, 35, 100398.
- Lee, T. H. (2011). How recreation involvement, place attachment and conservation commitment affect environmentally responsible behavior. *Journal of Sustainable Tourism*, 19(7), 895-915.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37-46.
- Lee, T. H., & Jan, F.-H. (2015). The effects of recreation experience, environmental attitude, and biospheric value on the environmentally responsible behavior of nature-based tourists. *Environmental management*, 56(1), 193-208.
- Lee, T. H., Jan, F.-H., & Yang, C.-C. (2013). Conceptualizing and measuring environmentally responsible behaviors from the perspective of community-based tourists. *Tourism Management*, 36, 454-468.
- Logar, I. (2010). Sustainable tourism management in Crikvenica, Croatia: An assessment of policy instruments. *Tourism Management*, 31(1), 125-135.
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American journal of sociology*, 79(3), 589-603.
- Marsh, J. (2002). Book review/Critique de Livre Mountains of the world: a global priority. *Environmental Reviews*, 10(3), 191-193.
- Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings: The case of rail-trail users. *Leisure sciences*, 16(1), 17-31.
- Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59-74.
- Paulauskaite, D., Powell, R., Coca-Stefaniak, J. A., & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619-628.
- Pezzi, E., & Vianna, S. L. G. (2015). A Experiência Turística e o Turismo de Experiência: um estudo sobre as dimensões da experiência memorável. *Revista Turismo em Análise*, 26(1), 165-187.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy.
- Pine, B. J., Pine, J., & Gilmore, J. H. (1999). *The experience economy: work is theatre & every business a stage*: Harvard Business Press.
- Raymond, C. M., Brown, G., & Weber, D. (2010). The measurement of place attachment: Personal, community, and environmental connections. *Journal of environmental psychology*, 30(4), 422-434.
- Schultz, P. (2000). Empathizing with nature: The effects of perspective taking on concern for environmental issues.

- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321-336.
- Sivek, D. J., & Hungerford, H. (1990). Predictors of responsible behavior in members of three Wisconsin conservation organizations. *The Journal of environmental education*, 21(2), 35-40.
- Smith, J. W., Siderelis, C., & Moore, R. L. (2010). The effects of place attachment, hypothetical site modifications and use levels on recreation behavior. *Journal of leisure research*, 42(4), 621-640.
- Sotiriadis, M. (2017). Experiential dimensions and their influence on behavioral intentions within the context of nature-based tourism. *Tourism and hospitality management*, 23(1), 35-50.
- Stedman, R. C. (2002). Toward a social psychology of place: Predicting behavior from place-based cognitions, attitude, and identity. *Environment and behavior*, 34(5), 561-581.
- Su, L., Hsu, M. K., & Boostrom Jr, R. E. (2020). From recreation to responsibility: Increasing environmentally responsible behavior in tourism. *Journal of Business Research*, 109, 557-573.
- Tourism, U. (2007). Mountains: A practical Guide to Managing the Environmental and Social Impacts of Mountain Tours. Paris: UNEP division of Technology Industry and Economics, 3-6.
- Towner, J. (1985). The grand tour: A key phase in the history of tourism. *Annals of Tourism Research*, 12(3), 297-333.
- Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548.
- Vaske, J. J., & Kobrin, K. C. (2001). Place attachment and environmentally responsible behavior. *The Journal of environmental education*, 32(4), 16-21.
- Weiler, B. (2016). The contribution of Australia-based researchers to tour guiding. *Journal of Hospitality and Tourism Management*, 26, 100-109.
- Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest science*, 49(6), 830-840.
- Wu, D., Li, K., Ma, J., Wang, E., & Zhu, Y. (2022). How Does Tourist Experience Affect Environmentally Responsible Behavior? *Sustainability*, 14(2), 924.
- Xu, Z., & Zhang, J. (2016). Antecedents and consequences of place attachment: A comparison of Chinese and Western urban tourists in Hangzhou, China. *Journal of Destination Marketing & Management*, 5(2), 86-96.
- Yan, A., & Jia, W. (2021). The influence of eliciting awe on pro-environmental behavior of tourist in religious tourism. *Journal of Hospitality and Tourism Management*, 48, 55-65.
- Zhang, Y.-l., Zhang, J., Zhang, H.-o., Zhang, R.-y., Wang, Y., Guo, Y.-r., & Wei, Z.-c. (2017). Residents' environmental conservation behaviour in the mountain tourism destinations in China: Case studies of Jiuzhaigou and Mount Qingcheng. *Journal of mountain science*, 14(12), 2555-2567.
- Zhang, Y., Zhang, H.-L., Zhang, J., & Cheng, S. (2014). Predicting residents' pro-environmental behaviors at tourist sites: The role of awareness of disaster's consequences, values, and place attachment. *Journal of environmental psychology*, 40, 131-146.
- Zhang, Y., Zhang, J., Ye, Y., Wu, Q., Jin, L., & Zhang, H. (2016). Residents' environmental conservation behaviors at tourist sites: Broadening the norm

- activation framework by adopting environment attachment. *Sustainability*, 8(6), 571.
- Zhou, X., Tang, C., Lv, X., & Xing, B. (2020). Visitor engagement, relationship quality, and environmentally responsible behavior. *International Journal of Environmental Research and Public Health*, 17(4), 1151.