A Study on the Factors and Enhancement Strategies of Environmental Responsibility of Eco-Tourists

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Abstract With the rapid development of eco-tourism, the environmental problems caused by it become more and more prominent. Therefore, based on the behavioral characteristics of eco-tourists and the relevant factors affecting tourists' environmental responsibility behavior, this paper puts forward some suggestions and countermeasures from the perspectives of eco-tourism developers, operators and local residents to improve the ecological environment of scenic spots, reduce the cost of environmental protection, and promote the virtuous cycle and sustainable development of eco-tourism.

1. Introduction
Eco-tourism is a new type of tourism that emphasizes the protection of ecological environment with the concept of sustainable development. But in recent years, more and more serious environmental problems have appeared in its development process. Therefore, this paper studies the behavior characteristics of eco-tourists, combines with the relevant factors affecting tourists' environmental responsibility behavior and analyses some feasible strategies to promote tourists' environmental responsibility behavior in eco-scenic spots, in order to help the environmental protection and sustainable development of eco-tourism.

2. Literature review on tourists' environmental responsibility behavior at home and abroad
Since the 1960s, with the increasingly prominent environmental problems in tourist destinations, some scholars at home and abroad have begun to study tourists' environmental behavior. In the process of this research, the concept of tourists' environmental responsibility behavior has been put forward, and attracted extensive attention of scholars in related fields. After twenty-first century, the concept of environmental responsibility behavior was officially introduced into tourism. Some scholars at home and abroad have begun to study and define the concept, driving factors and influencing mechanism.

2.1 Literature Review Abroad
Scholar Steg (2009) defined the concept of environmental responsibility behavior in his research. He believed that tourists' environmental responsibility behavior was a practical activity which promoted the sustainable use of resources and minimized the damage to the ecological environment[1]. Stern (2000) put forward the concept of "intention" in the study of the influencing factors of environmental responsibility behavior, and pointed out that tourists' intention to tourist destination will affect their environmental responsibility behavior[2]. Scholars Hunger-ford and Volk (1990) found that the
environmental education of tourists can change their environmental behavior. They also pointed out in the study that tourists have different impacts on their environmental responsibility behavior because of their different travel experiences and impressions of tourist destinations[3]. Dono (2010) divides environmental responsibility into four dimensions: knowledge support, general responsibility, economic action and active protection[4].

2.2 Literature Review at Home
Domestic research on tourists' environmental responsibility behavior started relatively late. Fan Jun(2014) defined tourists' environmental responsibility behavior as a series of behaviors in favor of sustainable development of scenic spots in the study of tourism resorts in Zhejiang Province. A scholar called Qiu Hongliang also believes that tourists who have environmental responsibility behavior have significantly different behavioral characteristics from the general public tourists. They will show more positive pro-environment behavior during the tour, such as actively recycling garbage and classifying, taking green transportation, persuading others to commit environmental damage, donating money for environmental protection projects, and so on[5].

In 2015, Professor Yu Xiaoting pointed out that tourists' environmental responsibility behavior is related to their understanding of the relevant ecological environment and their awareness of environmental responsibility. When tourists have more abundant environmental knowledge, they tend to show stronger environmental friendliness[6]. A scholar called Xia Zanzai (2005) pointed out that tourists' perceived value is the key pre-factor affecting their environmental responsibility behavior. When tourists get more pleasant emotional experience in the tourist destination, they can stimulate their environmental responsibility behavior more effectively[7].

From the above scholars' research, we can draw the following conclusions:
First, environmental responsibility behavior is an initiative protection behavior of tourists to the ecological environment. Secondly, there are many factors affecting tourists' environmental responsibility behavior, but generally speaking, they can be divided into internal factors and external factors. Internal factors refer to the impact of tourists' own factors on their environmental responsibility behavior. External factors include local characteristics, local intentions, tourism involvement and other related factors. Thirdly, in the traditional study of tourists' environmental behavior, tourists have been playing a more negative role.

Because of the late start of the study on tourists' environmental responsibility behavior, the study on its impact mechanism and internal mechanism is not mature, especially the study of tourist destination intention and perceived value is still in its infancy, and the related theory needs to be further improved in the future research.

3. Analyses of the restrictive factors of tourists' environmental responsibility behavior

3.1 The impact of perceived value on environmental responsibility behavior
The concept of perceived value has been introduced into the field of tourism since 1990s, and has attracted wide attention. There is no unified conclusion on the meaning of perceived value. In this paper, according to the view of Cheng Xinghuo scholar[11], tourists' perceived value is defined as: tourists' perceived value of the products and services of the tourist destination, after comparing with the cost paid for it, the overall evaluation of the utility of the products or services of the scenic spot is made.

According to the different perceived objects of tourists, perceived value can be divided into environmental value, functional value, service value, emotional value and cost value. They represent tourists' perception of the environment, infrastructure, services, emotional experience and value of tourism costs.

In the investigation of Zhangjiajie National Forest Park, it is found that functional value, service value, cost value and emotional value of perceived value have significant positive effects on environmental responsibility behavior. The most influential factor is service value, followed by
emotional value and cost value. This shows that when tourists are more satisfied with the service of scenic spots and can obtain higher emotional value, they can better stimulate their environmental responsibility behavior.

3.2 The influence of residential attachment on environmental responsibility behavior
Local attachment is the attachment emotion that an individual produces after a certain destination. The study found that when individuals attach to a destination, they may show more positive environmental protection behavior[12]. Another concept related to tourism is the image of tourism destination. Tourism destination image is the subjective cognition and emotion evaluation of tourists to various attributes of tourism destination. Specifically, it can be divided into facility intention, landscape intention, service intention, safety intention and emotional intention. They represent tourists' perception and evaluation of scenic services, infrastructure, security measures and emotional experience.

People have also found that when tourists are dissatisfied with the cognitive intention of the tourist destination, they will induce their negative emotions and evaluation of the tourist destination. Thus, it is not conducive to the environmental protection and sustainable development of tourist destinations. This also inspires the managers of scenic spots to pay attention to tourists' perception and evaluation of scenic spots' cognitive image, especially service intention, to enhance tourists' emotional experience and gradually cultivate tourists' local attachment.

3.3 The influence of environmental knowledge on environmental responsibility behavior
Environmental knowledge reflects the individual's awareness of the ecological environment. It is found that tourists' environmental knowledge has a significant positive impact on their environmental awareness and environmental attitudes. As a guide to action, consciousness of tourists will further influence their environmental behavior.

Foreign scholars have found that environmental knowledge is one of the important driving factors of environmental behavior in the study of individual green consumption behavior, and through the intermediary of environmental attitude, it has an impact on environmental behavior. A scholar called Yu Wei has also found that environmental knowledge will positively affect environmental behavior and help stimulate environmental responsibility behavior[10].

3.4 The influence of tourism motivation on environmental responsibility behavior
Tourism motivation reflects the psychological needs of tourists. It is found in the research that tourists' motivation to travel directly affects their environmental behavior. Wu Xiaogen pointed out that when tourists take "pro-environment" as their tourism motivation, they will have a more positive attitude towards the environment and a stronger tendency to show environmental friendliness. When tourists aim at "consuming nature" to meet their own needs, they tend to have a more negative attitude towards the environment, and their environmental behavior will have some negative impact on the tourist attractions.

4. Analyses of eco-tourists' environmental responsibility behavior enhancement strategy

4.1 Fully cultivate tourists to get close to nature and understand the natural travel motivation
Tourists' tourism motivation has a direct and significant impact on their environmental attitudes and behavior. Tourists with the purpose of appreciating and approaching nature are more likely to implement environmental responsibility behavior in their tourism process. Therefore, it is necessary to strengthen the cultivation of tourists' positive tourism motivation so as to promote them to show more ecological behavior.

Tourists' tourism motivation is influenced by their intrinsic values, while the mainstream culture and value orientation of society will have an impact on their personal values. In this regard, we can take the form of public service advertising, through advertising to show the beauty of the ecological
environment and nature to promote tourists to be close to nature to find themselves in nature and realize their psychological needs. At the same time, tourism operators can also guide tourists to have a subjective desire to go deep into nature, understand nature, regain themselves in nature and restore their body and mind by means of propaganda brochures so that tourists can have a positive environmental attitude and pro-environment tourism motivation while publicizing their own products.

4.2 Strengthen environmental publicity and environmental education for eco-tourism and enhance tourists’ environmental awareness

Because of the late start of eco-tourism in China, eco-tourists have insufficient understanding of the connotation of the concept of eco-tourism and their environmental awareness and sense of environmental responsibility are relatively weak. Therefore, it is very important to strengthen environmental publicizing and education for tourists. Before the development of eco-tourism activities, basic eco-education should be carried out for the tourists participating in the tours, and the rules and regulations in the scenic area and the behavioral norms after entering the scenic area should be emphasized. It enables tourists to recognize the impact of their behavior on the ecological environment and the harmfulness of some harmful behaviors. At the same time, due to the strong specialty of eco-tourism, especially some eco-tourism projects with scientific research value, such as caves, volcanoes, glaciers and so on, their ecological knowledge is more professional and complex. The staff of the scenic area should explain in detail the ecological environment, vegetation characteristics, geological structure and other professional knowledge in the scenic area so as to enhance the relevant professional knowledge of eco-tourists. This not only helps to cultivate tourists' correct environmental awareness and attitudes, but also meets the psychological needs of eco-tourists to acquire knowledge and understand nature. It also helps to cultivate their local attachment and stimulate their environmental responsible behavior.

4.3 Enhance the perceived value of eco-tourism and fully cultivate their local attachment

Perceived value and local attachment have an important impact on tourists' environmental behavior and are important "bridges" to stimulate tourists' environmental responsibility behavior. Only when tourists have a high perceived value of the scenic spots and obtain a more satisfactory emotional experience, tourists will have a good feeling of the ecological scenic spots and take the initiative to protect the environment.

Therefore, it also inspires the managers of scenic spots that in order to enhance tourists' perception of the value of service and facilities in scenic spots, and then cultivate the attachment on the eco-tourism scenic spots to stimulate the environmental responsibility of the tourists.

4.4 Scenic area developers should regulate their behaviors to create a good eco-tourism environment for tourists.

The environmental quality of scenic spots will directly affect the environmental behavior of tourists in the study of external situational factors of tourists' environmental responsibility behavior. When tourists are in a good ecological environment, they will take the initiative to enter the role of environmental protection, and they will have more stringent requirements on their own behavior. When tourists come in a situation of poor environmental quality, they will also be affected by the environment and loose the constraints on their own behavior. Therefore, developers and managers must correct their attitudes to correctly understand the connotation of eco-tourism and take sustainable development as the concept. They should scientifically plan the development of scenic spots, focus on the protection of the ecological environment and sustainable use of resources to create a good tourism environment to have conditions for cultivating and improving tourists' ecological awareness.

4.5 Attract local community participation and enhancing interaction between tourists and local residents

To strengthen the environmental responsibility behavior of eco-tourists and realize the sustainable
development of local economy, it is necessary to absorb the active participation of local community residents. Therefore, we should strengthen the education and training of community residents, cultivate their awareness of environmental protection, strengthen the publicity and education of environmental protection knowledge, combine the knowledge of environmental protection with the native social and cultural customs, so that the local residents can actively receive environmental protection education and form an environment-friendly atmosphere, so as to give tourists opportunities of better understanding of the local human environment and social customs to increase tourists’ feelings for eco-tourism sites, cultivate their local attachment, and promote their environmental responsibility behaviors.

5. Conclusion
Because the eco-tourists in our country do not have better understanding of the concept of eco-tourism, they do not have a strong sense of environmental responsibility, and they still retain the behavioral characteristics and thinking patterns of many mass tourists resulting in the destruction of the ecological environment caused by some of their actions in the process of eco-tourism. Based on the concept of environmental responsibility behavior and the characteristics of eco-tourists' behavior in China, this paper analyzes the relevant strategies to guide and strengthen eco-tourists' environmental responsibility behavior, which is a new attempt in this field to provide reference for environmental protection and sustainable development of ecological scenic spots in China.

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