Determinants of evolving responsible tourism behavior: Evidences from supply chain

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Abstract: Aim: The purpose of the study was to identify and investigate the determinants of “responsible tourism behavior” with a view to suggest policy implications contextualizing Pakistan.

Research Methods: The quantitative research was structured to determine the prevailing levels of tourism behavior and its corresponding determinants as observed along the continuum between irresponsible and responsible tourism. Data was collected from 700 positively retrieved questionnaires out of the 800 self-administered questionnaire amongst respondents from the tourism stakeholders. The reliability and validity were checked through Cronbach-Alpha and the CFA model followed by correlation analyses verifying the set of hypotheses. Findings: The study determined that quality of responsible behavior is dependent upon: quality of institutional policies, purpose built environmental friendly infrastructure, tourism carrying capacity, community involvement, interconnected network of...

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PUBLIC INTEREST STATEMENT

Tourism impacts socio- economies and natural environment considerably. Pakistan tourism is an emerging industry that has gain public-private focus over the years with corresponding environmental risks associated with the developmental process. Tourism arrivals if not managed with matching capacity endowed with responsible behavior than the degradation of sustainability is the ensuing cost. Article advocates that sustainable tourism is a planning side and its meaningful implementation is only possible through responsible behavior. The article suggests the readers, how to articulate responsible behavior amongst the tourism stakeholders in order to accrue integral benefit of tourism to the degree of promising sustainability. The research article suggests policy recommendations in nurturing responsible behavior to ensure sustainable tourism for policymakers, tourists, and business managers along destination supply chain, destination managers, host community and other stakeholders
diverse tourism support services, destination-specific promotion and growth strategies, development of human capital, and satisfaction of tourists across tourism supply chain. The study found negative footprints of tourism behavior along the destinations located close to the urban centers, whereas, remote destinations were found positively sustaining their environmental capitals.

Implications: The study implications suggested measures to prevent negative footprints of tourism influx, regenerate the natural capital and spread socio-economic benefits across communities and destinations.

Subjects: Hotel Management; Hospitality; Tourism; Environmental Psychology

Keywords: Responsible tourism behavior; determinants; negative impacts; environment sustainability and regeneration; destination competitiveness

1. Introduction
The tourism industry, laden with pleasure and leisure, is thriving with its phenomenal growth in terms of tourism arrivals and financial receipts across globe. Tourism is known for its vitality as a driver of socio-economic development around the world through employment generation, infrastructure development, foreign receipts and soft image of the country (Kapur, 2003; Saarinen, 2019; Snyman & Spenceley, 2012). The top ten countries with world-wide leading share of tourists’ arrivals and receipts are from the developed world (Goffi et al., 2019; Gómez-Vega & Picazo-Tadeo, 2019), whereas, South Asian countries, despite their adorable scenic beauty and trails of historical-religious sites, attract very less share of international tourists than developed countries (Chon et al., 2020; Duro & Turrión-Prats, 2019; Stryzhak, 2019).

Pakistan’s geographical landscape and cultural heritage qualify it as one of the most attractive destinations and an amazing destination for all kinds of tourists. Pakistan’s hospitable, multi-cultural, and ethnically diverse society offers rich traditions, customs and festivals for the tourists to explore, commemorate, cherish and enjoy. The country’s diverse landscape includes: magnificent mountains, high peaks, glaciers, deserts, long stretches of virgin beaches, lakes with under-water biodiversity, lush green valleys and plans, archeological treasure of ancient civilizations, Buddhist sites and Sikhs relics, artifacts and shrines attract adventurers, nature lovers, socio-cultural and religious tourists (Baloch, 2007; Baloch & Rehman, 2015; A. U. Khan et al., 2019). Pakistan’s Post War on terror socio-political stability coupled with incredible cultural hospitality has earned it the fame of “Best Holiday Destination” and the honour of “3rd highest potential adventure destination” in the world for the year 2020 (Qamar & Baloch, 2017). However, despite its rich potential, Pakistan tourism’s performance could not accrue benefits integral to the tourism such as: income generation, employment opportunities, foreign exchange earnings, infrastructure development, poverty alleviation, and promotion of its soft image amongst community of nations (Baloch & Rehman, 2015).

Pakistan, owing to its consistent trade deficit, is struggling over the years to promote and showcase its tourism potential as an alternative to compensate its stagnant exports. This realization helped Government to induce domestic and foreign tourists through public-private partnership and serve them with memorable experiences. The rising trend in tourism inflow, even in the mid of COVID-19, testifies that Pakistani destinations are going to be ranked soon amongst the leading ones in world. However, there are well founded fears that unprecedented tourism influx, if not regulated with a responsible behavior, may result in to overcrowding of few destinations and counterproductive to the environmental sustainability as well as socio-culture wellbeing. The fear can be resolved by dovetailing responsible behavior with tourism development process across destinations along their supply chains. Responsible tourism behavior is the applied side that makes ecotourism and sustainable tourism policies in to reality. Pakistan, therefore, needs to preempt any behavioral degradation and inculcate higher degree of responsible behavior amongst its tourism..
stakeholders across destinations. The responsible behavior is believed to check accelerated growth in tourists inflow without compromising sustainability of their environmental capital including; biodiversity, landscaping, ecosystem, socio-cultural heritage and economic well-being of the people.

1.1. Statement of problem
The responsible tourism behavior is considered to be a conscious approach of realizing ecotourism and sustainable tourism development plans assuring environmental sustainability, through prevention and mitigation of negative impacts of tourism influx along its supply chain. The research study, having conscious of negative footprints along tourism's values supply chain, plans to investigate the determinants of “responsible tourism behavior” with a view to suggest policy implications contextualizing Pakistan.

2. Review of literature
2.1. Tourism value chain analyses
Porter’s theory “Value Chain Analyses” suggests that value creation process of any good or service is performed through “primary” and “support” activities (Porter & Advantage, 1985; Porter, 2001 & 2011). According to Porter, primary activities directly contribute to the conception, creation and logistics of a product, whereas, supporting activities include procurement, technology, infrastructure and human resources needed for the enrichment in the primary activities process to the degree of reaching competitive advantage (Porter, 2011). The term “tourism value supply chain” denotes to the value creation process of goods and services needed to support the tourist’s trip from start till it returns. Service Value chain advocates for cost and time-effective process involved in productive conversion of inputs into output, and a more efficient process provides more value for the customer. (Fernández-Villarán et al., 2020; Rahmiati et al., 2019, 2020; Song, 2012; Szpliško, 2017).

Tourism value supply chain, while pursuing their business interests, is directly or indirectly responsible for causing variety of environmental impacts encompassing socio-economic and natural degradation of environment. According to Liu et al. (2022) direct effects of tourism are positive whereas, negative effects are indirect and negative effects of tourism are mostly found greater than positive effect thereby implying an overall adverse bearing. The environmental impressions arising out of the creation and delivery of supply chain materials and services are directly related to the degree of responsible behavior demonstrated (Magro-Lindenkamp & Leung, 2019; Rahmiati et al., 2019, 2020). According to Destek and Aydin (2022) though tourism inflow, energy intensity, and urbanization positively affect economic growth but the aggregate effects of all three factors are negative on sustainable development index and far greater significant than the constructive effects economic growth. Ibarnia et al. (2020) appreciate that all business managers of the tourism supply chain intermediaries are socially responsible to ensure a striking balance between the impacts of their business activities and the socio-cultural, economic and environmental returns across destinations. Mohamadi et al. (2022) contend that destination sustainability without considering responsible tourism is beyond reality, and efforts aiming at sustainable tourism without ensuring responsible behavior will not yield promising outcomes.

2.2. Environmental impacts of tourism
It has already been reported that tourism development and growth in related tourism commerce has corresponding degree of impacts upon the businesses, people, biodiversity and environmental habitats. However, Dogru et al. (2022), while analyzing effects of recent COVID-19 on tourism businesses, conclusively remarked that sustainable business practices provide greater resilience to pandemic-like external shocks and the sustainability moderate the adversarial properties of environmental, social and governance risks on firm value. Besides the socio-economic benefits integral to tourism, numerous studies have identified a list of negative footprints of the irregular and uncontrolled tourism development and growth of mass tourism. Besides its eco-
environmental beauty, popularity and attraction of any tourists’ destination is contingent upon the quality of accommodation, cultural heritage, geographical landscaping, but energy usage, extra water depletion are key players in degrading sustainable tourism, climate and biodiversity (S. A. R. Khan et al., 2022; Bhammar et al., 2021; Kuklina et al., 2022).

Researchers like Thomas (2014), Scheyvens and Biddulph (2018), Romão (2019), Liu and Ma (2019), and Magro-Lindenkamp and Leung (2019), and Chong (2020), and Plebariczky (2021) have pointed out following negative impacts on the sustainability of environment.

2.2.1. Natural sustainability
Tourism infrastructure development encroaches local land, landscaping and green patches, resulting in to shrinking of green spaces, agriculture land, fruit farming, deforestation, soil erosion, loss of habitats, endangering biodiversity and protracted areas, etc. Mobility and survival of biodiversity’s life cycle are dependent upon the matching environment for which such biodiversity is conditioned. Rapid and severe environmental deviations often result in causing severe damage to diversity and endanger certain species to the level of their extinctions. The ecosystems become more complex with the infrastructure development process and tourists inflow (Destek & Aydn, 2022; Ghobadi & Verdian, 2016; Mandić & Petrić, 2021). The accumulative effect of all these is reflected in degradation of ecosystem, climate change, air pollution, rise in omission of green gases and scarcity of water, etc.

2.2.2. Socio-Cultural sustainability
Social sustainability transpires when the formal and informal developmental practices, procedures, processes, structures do not negatively affect the environment for current or future generations to live in healthy and supportive scenario as before (Méndez-Picazo et al., 2021). Development of infrastructure may encroach the historical, cultural, social and religious legacies that are mostly known as a valuable heritage, social, cultural or religious tradition. Tourism development, not catering for such traditional trails or traces damages the ancient legacy—sometimes a prime reason for tourism inflow. Therefore, tourism development devoid of responsible behavior will serve as counter-productive to sustainable tourism and suitability of environment thereof (Grossmann et al., 2021; Purnamawati et al., 2022). Outside tourists bring along their own language, socio-religious prejudices, instance of anti-social behavior, and infectious diseases, etc., that is tantamount to undermining of local culture, and endangering their health and social order. Further to it, mass tourism beyond destination’s carrying add in to the serious governance problems including pollution, inflation in commodity prices, poor quality of food and living provisions, littering, accumulation of solid waste, and sewage, etc. (Jehan et al., 2022; Pratama & Mandaasari, 2020; Tian & Tung, 2021).

2.2.3. Economic sustainability
Economic responsibility: Besides, the development and maintenance of infrastructure, the expansion of tourism carrying capacity and governance system puts extra stresses upon government exchequer and adds on to economic pressure. The severity of financial constraints compels the government to succumb before the demands of private sector and some time on environmental compromises.

The practicality of the tourism impacts on the sustainability of environment has recently been certified during the COVID-19 pandemic. The prolonged closure of industry supply chain, ban on travelling, shutdown of communities resulted in to purified nature and its environment, regeneration of green spaces, thriving wildlife and biodiversity improved air quality index and better ecosystem (Arora et al., 2020; Bar, 2021; NASA, 2020). Lessons from COVID-19 era suggest appeal before the stakeholders’ conscience to demonstrate responsible tourism behavior, not to leave trashes behind after hiking, sightseeing or camping.

2.3. Responsible tourism
The responsible behavior reflects “responsible tourism” which is sometimes confused with the terms like ecotourism, sustainable tourism, green tourism or fair trade tourism (Stanford, 2006). All the
three terms are anchored along tourism-environment relationship. Ecotourism refers to the type of tourism having low impact upon natural areas, whereas sustainable tourism defines sustainable practices performed by the value chain of activities of tourism. The tourism-environment relationship dialogue anchored along environmental concerns constructs the notions like sustainable tourism, ecotourism or responsible tourism. The literature debate suggests sustainable tourism as a theory and responsible tourism as its positive application centered along sustainability focused responsible behavior (Mohamadi et al., 2021; Rodríguez Diaz & Espino Rodríguez, 2016).

Responsible tourism, in its essence, gradually diminishes adverse impacts upon economic, socio-cultural, geo-natural environments. The notion of “responsible tourism” and its managerial procedures are equally applicable to all forms of tourism, on all types of destinations and even its flavor of responsibility can be extended to mass tourism as well. The responsible tourism can be experienced along the continuum of high to low budgetary backup. Among high budgetary responsible tourism, example of ‘Six Senses Fiji resort, with splendid dreamy overwater residences, can be cited that powered through solar energy, reprocesses rainwater, eat local agro products, using stuffs produced and designed by local villagers (Silva, 2018; Stombelli, 2020). The low budgeted responsible tourism experience can be learned through self-contained and self-organized camping trip accessible through bike or animal carts or train.

2.4. Determinants of responsible tourism
As discussed earlier that sustainable or ecotourism are the concept vision to steer tourism development and responsible tourism is the matching attitude and behavior demonstrated by the players of tourism value chain during the execution phase. Islam (2015), VU et al. (2020), and C. D. Nguyen et al. (2020) unanimously agreed that the philosophy behind the sustainable tourism approach is the vitality of the mindset having focus on the sustainability of the environment including, nature, culture, society, economy, and society as envisioned tourism development planning process. Review of the literature helped to identify following antecedents affecting sustainable development process and shaping “responsible tourism behavior” (Islam, 2015; T. Q. T. Nguyen et al., 2019; VU et al., 2020; C. D. Nguyen et al., 2020 & Nguyen & Su, 2021):

2.4.1. Quality of institution and policies
The institutional quality, with special reference to, pro-sustainability regulatory quality, institutional effectiveness in ensuring regulatory implication and upholding rule of law, preventing and controlling corruption and abuse of power, training of destination management, educational awareness of tourists and all other players of tourism value chain network. However, Nguyen and Su (2021) contended that negative environmental effects of tourism are more exacerbated in the countries performing low on “rule of law indices” and unfortunately Pakistan and its neighbors of South Asia and Central Asia have dismissal record in rule of law.

H. Quality of institutional policies has a positive relationship in shaping “responsible tourism behavior” amongst the Tourism Value Chain.

2.4.2. Community support & involvement
The host Communities and people living along the destinations are decisive in developing culture of sustainable tourism and inculcating matching responsible behavior to practice. There is plethora of research studies that suggest that community involvement and support in destination management practices are tangent upon the associated benefits and perceived cost to be paid because of the negation of responsibility towards sustainable practices. Therefore, perceived benefits affect the degree of responsible behavior in strengthening the relationship between community attachment and support for sustainable tourism development (Lee, 2013; Joseph et al., 2020; Khalid et al., 2019; Roxas et al., 2020).
2.4.3. Purpose built infrastructure
Research studies (McKercher, 2003; Lee, 2013; Purnomo et al., 2020) argued that designing of tourism development infrastructure determines the effectiveness of the responsible tourism behavior towards the sustainability of socio-cultural, economic and natural environment. The infrastructure shall take in to consideration about the conservation of natural and socio-cultural resources, green and biodiversity, proper disposal and recycling of solid waste and seepage of sewage without damaging the agro framings and of cultural heritage. Lee (2013) emphasizes harnessing community support, via community involvement and community attachment, from planning to execution stage of infrastructure development and thereafter. The literature suggests that community attachment and community involvement are directly dependent upon the associated socioeconomic benefits for the host community (Demirović Bajrami et al., 2020; Eslami et al., 2019; Lee, 2013; Rasoolimanesh & Jaafar, 2017).

H: Community support in purpose built infrastructure development has a positive relationship in shaping “responsible tourism Value Chain behavior.

2.4.4. Tourism resources
Mowforth and Munt (2015) argued that the endowed natural landscapes and unique culture are key factors for the development of sustainable tourism; therefore, countries need to preserve landscapes and indigenous cultural values. Nguyen (2019; 2020; 2021), and VI et al. (2020) endorsed the same view that Landscape and uniqueness of destination culture are vital to tourism factors in generating and supporting attraction of tourism markets, tempting tourist dreams, illusions, and behaviors. The natural fascination of resources is not normally built for the tourists but endowed with the geography of the destination turning the site in to a tourist hotspot such as; climate, natural ecology, indigenous, uniqueness of the culture and heritage, etc. Natural and geographical landscapes play an imperative role in direct and indirect attraction of tourists, destination marketing because of unique, clean and green image in the tourism supply chain. The enduring attractiveness of the destination and corresponding tourists’ arrival will continue till the time it is sustained through responsible tourism behavior.

H: Tourism natural resources have a positive relationship in shaping “responsible tourism” Value Chain behavior.

2.4.5. Human resources for tourism
Porter’s supply chain acknowledges the decisively supporting role of the quality of human resources in efficient productivity alongside primary activities of value chain addition process. Drawing the premise from Porter’s value chain activities argument, the worth of tourism products and services is greatly dependent upon the quality of human labor, competency of human resources management. The quality and motivated HR in tourism value chain greatly contribute in pursuing organization economic performances and market competitiveness on the tourist market (Herman & Zoonosis, 2015; Miličević & Petrović, 2019). The literature supports the argument that for sustainable and green tourism development, human resources in the supply chain in influence in influencing responsible tourism behavior amongst stakeholders of the industry (Ali, 2019; T. Q. T. Nguyen et al., 2019; Carballo et al., 2020; Hareebin, 2020; Tran & Xuan, 2021).

H: Human resources of supply chain have a significantly positive relationship in development of responsible tourism behavior.

2.4.6. Diversity of tourism services
Because of multi-cultural color and multi-purpose tourism value chain interests’ diversity of services along tourism supply chain are much more than any other industry. Travel, tourism, and hospitality chain endeavor to optimize tourists leisure and experiences in different environments that their home countries. Employees providing services along value chain and the customers come from their respective exclusive background, social values, habits, learning experiences and
culture. Therefore, existence of effective diversity of services servicing tourism destinations greatly influences the responsible tourism behavior to maintain positive impact upon the development of sustainable tourism along tourism supply chain (Frey & George, 2010; Mihalic, 2016; Mondal & Samaddar, 2021; T. Q. T. Nguyen et al., 2019; Shvets, 2020).

H: Diversity of tourism services has a positive relationship with the responsible tourism behavior.

2.4.7. Relevant support services
Tourism supply chain operate along variety of its components. Its operational worthiness does not depend upon its primary activities like accommodation, transport and excursions only. Like any other value chain, the tourism also needs availability of supporting echelons such as, health system, banking, insurance, internet, restaurants, handicrafts, food production, waste disposal, and the infrastructure that supports tourism destinations to ensure “responsible tourism” (Mihalic, 2016; Nguyen, 2013 & T. Q. T. Nguyen et al., 2019; Mondal & Samaddar, 2021; Um & Yoon, 2021).

H: Availability of related supporting services in supply chain has a significant relationship with the development of responsible tourism behavior.

2.4.8. Tourism promotion
The “theory of planned behavior” explains that at how behavior is shaped through inducing intention. The desired behavioral intent is shaped by individual’s attitude toward the subjective norm and perceived behavioral control thereby networking beliefs to behavior. Mohaidin et al. (2017) found that environmental attitude, inspiration, and word-of-mouth meaningfully induce the tourists’ responsible behavior in matching the intent with sustainable tourism destination. The responsible tourism behavior can be effectively shaped through tourism promotion policy targeting on the attention of the potential tourists, image of the destination, shape and modify the responsibility of their behavior as desired from the potential tourists. T. Q. T. Nguyen et al. (2019) suggests tourism value chain to utilize mix of modern and traditional market promotion techniques and instruments including social media-setting norms for dos and don’ts for the tourists to be adhered during their visits.

H: The promotional policy significantly nurtures responsible tourism behavior.

2.4.9. Tourists satisfaction
Tourism satisfaction is a measure of how the tourism products and services provided during the experience process meet or exceed expectation of a visiting tourist. The degree of tourism satisfaction from their experience is considered to be decisive factor for supporting the repeat visit decision making process or otherwise. Out of the four determinants of the tourist satisfaction, i.e. “performance, destination environments, service, and destination facilities” however, the quality of “service” is considered to be the most persuasive predictor of tourist’s total satisfaction (Chin et al., 2018; Song & Cheung, 2010). According to the research, the satisfaction of tourists is the decisive factor for their return; and affecting the responsible behavior in maintaining sustainability of tourism destinations (Mathew & Sreejesh, 2017; T. Q. T. Nguyen et al., 2019; Um & Yoon, 2021).

H: Tourists’ satisfaction has a positive relationship with responsible tourism behavior.

3. Research methodology
The study was quantitative in its approach and correlational in its conduct. Data was collected through a developed instrument with the helping inputs from veteran researchers, university teachers, and expert managers from tourism supply chain. The post pilot study modified instrument was administered to 850 respondents comprised of various tourism stakeholders, out of which 700 instruments were successfully retrieved and subjected to statistical analyses. The respondents profiles include; 480 tourists (domestic and foreign), 90 people from host communities, 100 business managers and 30 officers from the civil administration of the area. Instrument
was developed and validated by picking up relevant dimensions and their items reflecting each determinant of responsible tourism behavior as follow:

| Determinant                                      | Items | Adopted from                                      |
|--------------------------------------------------|-------|---------------------------------------------------|
| Quality of institutions and policies             | 06    | Lisa (2012) and Nguyen (2019)                     |
| Purpose built infrastructure                     | 05    | Pham (2002)                                       |
| Community Support & Attachment                   | 08    | Lee and Syah (2003)                               |
| Human resources for tourism                      | 03    | Hareebin (2020); T. Q. T. Nguyen et al. (2019); Carballo et al. (2020) |
| Diversity of tourism Services                    | 05    | Nguyen (2013); Mihalic, 2016; T. Q. T. Nguyen et al. (2019); Mandal and Samaddar (2021) |
| Availability of support services                 | 06    | Mihalic, 2016; T. Q. T. Nguyen et al. (2019); Mandal and Samaddar (2021) |
| Tourism promotion and Growth                     | 03    | Wray et al (2010); T. Q. T. Nguyen et al. (2019) |
| Tourism Satisfaction                             | 04    | T. Q. T. Nguyen et al. (2019)                     |

Table 1. Reliability Coefficients

| Variables                                      | Items | Cronbach’s Alpha coefficients |
|------------------------------------------------|-------|--------------------------------|
| Purpose built Infrastructure                   | 05    | .967                           |
| Community Support & Attachment                 | 07    | .846                           |
| Quality Institutions & Policies                | 06    | .818                           |
| Diversity of tourism Services                  | 05    | .990                           |
| Tourism Satisfaction                           | 04    | .910                           |
| Availability of support services               | 06    | .820                           |
| Human resources for tourism                    | 03    | .857                           |
| Tourism promotion and Growth                   | 03    | .890                           |

4. Data analyses & results

The reliability and validity of the measurement model were examined. Firstly, we used Cronbach’s Alpha and composite reliability (CR) to measure the reliability of every construct. Table 1 reports the Cronbach’s Alphas for all of the constructs were ranging from 0.820 and 0.990 and the CR coefficients were above 0.70, ranging from 0.852 to 0.984. Secondly, the average variance extracted (AVE), as shown in the Table 3, of all constructs were found greater than 0.50 and ranging from 0.917 to 0.987. Hence all of the constructs used in the research were found to have acceptable reliability (Peterson & Kim, 2013; Yang & Green, 2011). To check the adequacy of goodness for fitness of the measurement model (Figure 1), exploratory factor analysis showed that the overall fitness values, as shown in Table 2, met the conventional cutoff criteria (Hair et al., 2009).

4.1. Factor analyses & goodness of fit models

Firstly the factors structure of latent variable was assessed with CFA because it helps comparing models with different factor structures. The model fitness was checked through model fitness indices such as; Comparative fit index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of
Approximation (RMSEA). According to Hu & Bentler, if the values of CFI and TLI are equal or greater than 0.9, the model fitness is fit for acceptance.

### KMO and Bartlett’s Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .675 |
|-----------------------------------------------|------|
| Bartlett’s Test of Sphericity                  |      |
| Approx. Chi-Square                            | 71,150.496 |
| df                                            | 741  |
| Sig.                                          | .000 |

### Table 2. Fitness for Model Values

| Model            | TLI   | CFI   | RMSEA | AIC    | SRMR  |
|------------------|-------|-------|-------|--------|-------|
| Proposed Model   | .953  | .954  | 0.46  | 3096.298 | 0.26  |

**Figure 1.** Fitness measurement of model.

### 4.2. Model validity

The table shows that all statistical values are within the acceptable range as suggested by Hu and Bentler, (1999). So there is no validity concern in the construct.
4.3. Regression analyses

Table 4 shows the estimates, standard error (S.E), critical ratio (C.R) and “P” the significance level. The CR indicates estimate divided by standard error. The parameter estimate is considered significant at $p \leq 0.05$ with C.R values must be greater than 1.96. In above table all significant structural paths between the variables were found significant. The C.R values are 9.065, 107.794 and 31.510 with P values are less than acceptable range 0.05 shown with “***” in Table 4. The study supports that infrastructure development, community involvement and support, quality institutions and policies, diversity of tourism and support services, talented human resource, tourists satisfaction and tourism promotion and growth are significantly positive predictors determining “Responsible Tourism Behavior” as the “P” value of all variables are less than 0.05.

5. Discussion

Tourism is fast growing industry that brought wealth to the nations and far-fetched rural communities, exchanged knowledge about civilizations, socio-cultural heritage and values, and connected nations across globe. The purpose of this study was to investigate the determinants correlated to why the tourists and other stakeholders engage in responsible tourism behavior. Findings of study empirically support the proposed model. The results revealed the role of quality institutions and policies in planning ecotourism and developing responsible tourism support structure and culture, devising pro-sustainability development regulatory framework and implementation mechanism, training destination management and creating required awareness amongst the stakeholders. The finding supports Nguyen and Su (2021) that responsible tourism is more exacerbated at the destination missing relevant rules of law. The study’s finding also determines factors like purpose built infrastructure development, community awareness, locals support and involvement as positive influencer in shaping responsible tourism behavior because of the cost benefit proposition dominated by perceived benefits accrued from the sustainability of the environment. The finding is supported by the argument of Lee (2013); Eslamii et al., 2019; Demirović Bajrami et al., 2020; & Purnomo et al., 2020, all suggesting that community support and involvement is a critical factor in planning and designing of purpose built infrastructure development, and supporting sustained responsible tourism behavior. The benefits perceived by host residents affect the relationship between community attachment and support for sustainable tourism development and between community involvement and support for sustainable tourism development especially during the planning of infrastructure development and affirmative implementation of regulatory framework (Lee, 2013; Joseph et al., 2020; Khalid et al., 2019; Roxas et al.,
|      | CR   | AVE  | MSV  | MaxR(H) | QIP  | Infr | CS   | HR   | Ts   | SS   | PG   | TrS  | RTB  |
|------|------|------|------|---------|------|------|------|------|------|------|------|------|------|------|
| QIP  | 0.984| 0.974| 1.026| 0.989   | 0.948|      |      |      |      |      |      |      |      |      |
| Infr | 0.971| 0.987| 1.026| 0.979   | 1.013| 0.921|      |      |      |      |      |      |      |      |
| CS   | 0.920| 0.971| 1.003| 0.996   | 0.994| 0.996| 0.850|      |      |      |      |      |      |      |
| HR   | 0.853| 0.995| 1.001| 0.993   | 0.956| 0.955| 0.964| 0.820|      |      |      |      |      |      |
| TS   | 0.974| 0.927| 1.000| 0.987   | 0.992| 0.995| 1.000| 0.966| 0.940|      |      |      |      |      |
| SS   | 0.981| 0.957| 0.992| 0.992   | 0.970| 0.979| 0.980| 0.940| 0.996| 0.946| 0.940| 0.987| 0.869| 0.818|
| PG   | 0.852| 0.982| 0.993| 0.997   | 0.937| 0.933| 0.944| 0.996| 0.945| 0.900| 0.900| 0.977| 0.940| 0.913|
| TrS  | 0.925| 0.975| 1.002| 0.988   | 0.961| 0.958| 0.968| 1.001| 0.972| 0.945| 0.945| 0.987| 0.966| 0.989|
| RTB  | 0.904| 0.917| 0.979| 0.994   | 0.932| 0.933| 0.938| 0.977| 0.940| 0.913| 0.966| 0.989| 0.876|      |
### Table 4. Regression Weight Outputs

| Dependent Variable       | Independent variables          | Estimate | S.E.  | C.R.   | P    |
|--------------------------|--------------------------------|----------|-------|--------|------|
| Responsible Tourism Behavior | Infrastructure              | 16.421   | .344  | 47.727 | ***  |
| Responsible Tourism Behavior | Community Support          | 22.521   | .431  | 52.291 | ***  |
| Responsible Tourism Behavior | Quality Institutions & Policies | 19.365  | .367  | 52.743 | ***  |
| Responsible Tourism Behavior | Diversity of Tourism Services | 16.098  | .315  | 51.026 | ***  |
| Responsible Tourism Behavior | <— Tourists Satisfaction | 12.940   | .248  | 52.174 | ***  |
| Responsible Tourism Behavior | <— Support Services        | 19.495   | .376  | 51.804 | ***  |
| Responsible Tourism Behavior | <— Human Resource          | 9.509    | .189  | 50.314 | ***  |
| Responsible Tourism Behavior | <— Tourism Promotion & Growth | 10.256  | .208  | 49.366 | ***  |
The study revealed significance of the available and sustenance of natural resources, diversity of tourism and support services. This research finding is equally supported by Nguyen, (2013 & T. Q. T. Nguyen et al., 2019); (Mondal & Samaddar, 2021; Um & Yoon, 2021) that the endowed natural landscapes and unique culture the key factors of sustainable tourism requiring responsible behavior to to preserve landscapes and native cultural values. Nguyen (2013; 2014; 2015), and VU et al. (2020) also endorsed that landscape and uniqueness of destination culture are vital to tourism. Maintaining the sustainability of these determinants calls for responsible behavior from all stakeholders for foreseeable future and beyond. (Chin et al., 2018; Mathew & Sreejesh, 2017; T. Q. T. Nguyen et al., 2019; Um & Yoon, 2021).

6. Research Implications

Responsible Tourism expresses consciousness in stakeholders’ approach towards sustainability of environment, host community and economy. The study was aimed at identifying and testing the correlation amid responsible tourism behavior and its determinants. The relevant importance of this study in post COVID-19 scenario holds cutting edge learning guidelines for stakeholders to nurture responsible tourism behavior along tourism supply chain and destination management. Some of the practical implications of this study include:

(a) The study elucidates that responsible behavior necessitates purpose built eco-friendly infrastructure and policy parameters to support the sustainability of environments across destinations. The strategic planning aligned with the sustainability focused objectives dictates need for artistic, innovative and talented people and quality intuitions in harnessing quality tourism services and responsible tourism behavior. The study encourages community involvement in developmental process, enactment of structural policies, preservation of socio-cultural heritage and conservation of natural biodiversity as it would foster emotional bondage between the people of host community and the tourism undertakings. Therefore, community and value chain managers shall collaborate to focus to maximize perceived benefits of responsible tourism while developing cultural exchanges and planning opportunities for leisure and tourism.

(b) The study also implies for public and private policy makers to laydown threshold criterion for responsible travel and tourism standards for the destination management and its related supply chain. The laid criterion would facilitate management in nurturing “responsible behavior” to plan, protect, conserve, preserve and sustain natural and cultural resources, and responsible socio-economic development without compromising sustainability of the environment and long-term well-being of the host community. The deep-seated adherence of social responsibility protocols by the tourism supply chain network can greatly increase the capacity of tourism destination and improve conscious awareness of green consumers along tourism supply chain. The consciously responsible behavior amongst stakeholders and legislatures can strike a needed balance between the business interests and environments in favor of sustainability of socio-cultural, economic and natural capital.

(c) To revive back the sustainability of environment, in the areas where over tourism has degraded the environment, schemes for regenerated tourism shall be immediately launched to mitigate the negative footprints on the sustainability of destinations including, reinforcing protracted conservation sites, biodiversity and recouping of endangered species, afforestation drives, recycling of water and solid waste, refurbishing of landscaping, preservation and rehabilitation of cultural heritage and refurbishing of depleted infrastructure accordingly. To regenerate and sustain the tourism infrastructure of the destinations experiencing over tourism, capacity building measures like capacity, recycling of water and solid waste, preventive measure to control air and water pollution, traffic control management and spread of entertainment facilities shall be focus of the regeneration plans.
7. Study Limitations
The study holds few limitations in its research process that are to be catered in the future research. Firstly, the current study is quantitative in nature therefore holds integral drawback of any such research in contextual study of different socio-cultural setting. The study builds its research foundations of correlational relationship on the data collected through cross sectional survey research whereas, it is a known fact that behavioral research yield better results through longitudinal design. Therefore, the limitation suggest future research to be qualitative in nature and longitudinal in its conduct. Secondly, the current study is conducted in Pakistan’s socio-cultural context therefore lacks its relevance to generalization to other countries. Furthermore, the future research should follow tourism sector-driven approach in order to differentiate the direct and indirect impacts of each kind of tourism on each component of the environmental sustainability to draw impact comparison in a better way.

8. Conclusion
Responsible tourism is a vital option to restore ecosystem, prevent climate change and alleviate pressure of compromised air quality, and noise pollution on tourism destinations. Responsible tourism behavior has the capacity to strike a balance between the stakeholders needs and preempt socio-economic, and socio-environmental repercussions with negative fallouts emanating from the from the tourism process. The destination’s character shall outline the strategy to plan for responsible tourism experiences for tourists, and modes operands for each business of the supply chain to operate with culturally sensitive responsibility. Drawing from the norms of international tourism and lessons learnt from the COVID-19 business environment, technological intervention and digital communication have become the integral part of sustainable tourism (Baloch et al., 2022). Therefore, policymakers are suggested for devising zoning policies with dedicated supporting infrastructure through 4G and 5G technology with interfaced smart tourism destinations and roaming facilities. Policy makers may opt for public-private partnership to mobilize requisite resources for the purpose. Pakistan’s rich tourism potential along with its natural beauty, geographically mesmerizing landscapes, and cultural heritage inheritance, can play an important role if systematically developed and responsibly supported.

Funding
The authors received no direct funding for this research.

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Disclosure statement
No potential conflict of interest was reported by the author(s).

Declarations
We all authors declared following:
(a) All of the authors have positively contributed in the development of article from its conception till its current stage.
(b) The research is not funded by any funding agency.
(c) There is no conflict of interest to report.

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