

Consumer Attitude Towards Green Innovation in Tourism Sector

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ABSTRACT

Sustainable tourism can be defined as a concept that supports and respects local communities, the traveler, environment and the cultural heritage. Sustainable tourism is a continuous process therefore it requires continuous monitoring so that if there is any need to prevent or take corrective actions can be done within time wherever necessary. High level of tourist satisfaction is also been maintained by the concept of sustainable tourism. It also ensures to give a meaningful and wonderful experience to the tourists, with the help of creating awareness among them about sustainability issues and telling them about the sustainable practices to overcome the same. The paper attempts to measure consumer attitude towards green innovation in tourism sector.

Key Words: Sustainable tourism, Green innovations, Customer attitude, Green tourism

1. Introduction

Tourism is among the world's fastest growing Industries and is also a major contributor of income to many countries all over the world. It is one of the most important driver of economic growth. Being a human oriented industry, many jobs are also provided by tourism which has helped to re-grow the local communities again. Like many other forms of development, a lot of problems are also caused by tourism which is cultural heritage loss, economic dependability, social issues and degradation of ecological system.

Sustainable development has become a major attracting phase among the environmentalists, conservationists and local community developers. There are several aims of sustainable tourism which include; the attractiveness and earnings of the destinations should be maintained over a long period, reduce the tourist spending from the local people, improve the working conditions and salary structure so as to enhance the quality of jobs, equitable distribution of social and economic benefits of the host community, safe and good experience for the tourist, maintaining the quality of landscapes, conservation of flora and fauna, reducing the use of non-renewable resources, reducing waste generation and pollution too.

There are 4 dimensions of sustainable tourism including ecotourism, responsible tourism, volunteerism and geo tourism. Responsible tourism basically includes reducing negative e social impacts. It is adopted by industry because sustainability implies larger things beyond their scope. Eco tourism mainly aims on travelling to

undisturbed natural areas being environmentally responsible. Volunteerism focuses on giving back to the society by doing voluntary work.

The 4 main stakeholders being tourism enterprises, local communities, tourists and environmentalists are benefitted by adopting sustainable tourism practices. Tourism enterprises are benefitted as they get long term profitability and enhanced corporate image too. Environmentalists get a valuable source of income through this. Tourist get to see the actual tradition and culture in a safely manner. They get to see high quality experience while getting low impacts of travelling. Local communities are relived as their quality of life is not damaged or exploited and prosperity is increased too

2. Theoretical Foundation

The TPB existing from 25 years ago, and this is reflected that the theory is helpful to predict individual or group behaviour. The TPB is a theory for making opinion regarding the construction and execution plans and actions with full support. TPB is a theory which looks at how person behaviours are changed or modified through influencing. In the theory, the predictor of person behaviour is his/her aim to engage in the behaviour. The aim is determined by attitude toward the person behaviour, subjective and perceived behavioural control. The first element of TPB is attitude which it measures which an individual person has a favourable or unfavourable behaviour. This in turn is aim by the sum of the products of beliefs about the outcome of the behaviour and determining of those outcomes. The second element is

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subjective. It is used to measure the influence of other individuals in respect of the behaviour, which in turn is predicted by the sum of the normative beliefs. The third component is the perceived behavioural control. It reflects beliefs regarding the access to resources and opportunities needed to perform behaviour. It has 2 mechanisms where the first element reflects the availability of resources needed to engage in the behaviour such as access to money, time and other resources. The second element reflects the focal person's self-confidence in their ability to conduct the behaviour. Moreover, the theory is capable of explaining 20% of the variance in prospective measure of actual behaviour. The meta-analysis on TPB showed that perceived behaviour control posited that perceived behaviour control influence intention behaviour directly and indirectly. Another finding showed that perceived behavioural control is a direct path to intention.

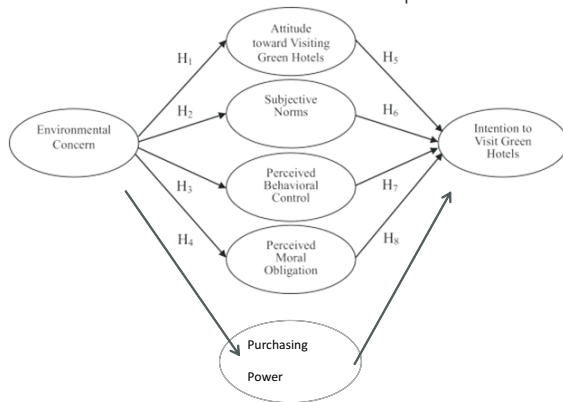


FIG-1 Understanding consumer attitude towards sustainable tourism through the theory of planned behaviour.

3. Literature Review

3.1 Defining Sustainable Tourism

Kapoor (2017) did a study and defined sustainable tourism as tourism that takes full responsibility of its present and later economic, social and environmental influence, addressing the needs and wants of visitors, the industry, the environment and the host group. LIU (2013) said that to make a parity between preserving the environment, maintaining integrity, getting social justice and developing economic benefit, meeting the needs of the population by improving their living standards both in present and future is termed as sustainable tourism. Gourdon (2007) defined sustainable tourism as a development process that assess the needs of the current and future tourists and host communities while preserving and increasing opportunities for the later. According to Butler (1996) sustainable tourism relates to the environmental, economic and social concerns related to tourism that focuses on the continuous improvement of experiences of tourists.

3.2 Pillars and Principles Of Sustainable Tourism

Telfer and Sharpley (2008) in the study showed that there are many principles of sustainable tourism but some of the principles which need to be highlighted are; a) all the travel agencies, business and individuals should come together work with co-operation, avoid conflicts, try to optimize the benefits to all involved in the management of tourism. b) Involvement of local communities is also essential because without them it won't be possible to develop sustainable tourism objectives. c) All the stakeholders within the tourism management should be involved and also educated about the same so as to make them realize about the need and importance of sustainable tourism. d) This research should be done at all possible level of tourism development stages so as to solve the problems and even allow the local community people so as to respond to changes and to take the first mover advantage of opportunities. Daniel (2007) stated that there are 6 principles of sustainable tourism which effect the same. These are reducing the impact of tourism activities on the environment which means ecological sustainability, reducing the negative influence of tourism practices on local communities relating to social sustainability, reducing the negative impact of tourism on culture which means cultural sustainability, maximizing economic benefits of the local communities which mean economic sustainability, educating and enhancing knowledge and lastly local control. According to Butler (1993) there are "three pillars" or "triple bottom line" of sustainable tourism which is mainly focused on the liners of sustainable development that is economic, social and environmental sustainability.

3.3 Indicators of Sustainable Tourism and The Theory Of Planned Behaviour

Kapoor (2017) indicated strengthening of governance, conservation of environment, culture preservation and sustainable socio-economic development as the 4 indicators related to the sustainable tourism. According to Cristina (2016) the indicators for sustainable tourism can be broadly classified into 5 major heads that are ecological, social integrity, tourist satisfaction, cultural and economic. Hikes (2015) did the research and concluded that there are 5 main indicators of sustainable tourism which are environmental sustainability, nature interaction, involvement of community, environmental practices and economic sustainability. Y. Leung (2004) mentioned 7 indicators related to sustainable tourism that are quality of water, education related to the environment, social impact, nature preservation and congestion in beach area, region image, biological resources preservation. Farsari said that there were 8 indicators maintenance, local community involvement, reduction of over consumption, stakeholders consultation and planning and integration of tourism.

WTO (2004) mentioned that there were 6 type of indicators relating to sustainable development: early warning tourist indicators, stresses on the system indicators, measurement of current state of industry indicator, tourism development impact on biophysical environment, management effort measures and performance result indicators.

3.4 Consumer Perspective On Sustainable Tourism

Vicente (2018) did a study and said that consumers are going through drastic changes in terms of their behavior and are transforming themselves in terms of tourists' activities as it is important for the future generation and also enjoy the structural and natural changes that explored the tourist activity. It was also seen that though the importance of adjusting consumption is growing still there has not been full change on the consumers' behalf in relation to their consumption acts on environment. While Fernandez (2016) in his study showed that the segments (tourist) which have high sustainable intelligence are always ready to pay more provided they get to visit a sustainable tourist destination. The combination of increase spending and pro-sustainable behavior given an evidence segment which can benefit the destinations. While some of the consumers are less willing to pay for destinations that do not have commitment towards sustainability. But this little willingness can be changed to full willingness by changing the present behavior pattern of current tourists, increasing their knowledge in terms of awareness, regarding the environment trying to inculcate empathy regarding the same. Therefore, it can be seen that prices of the tourism packages can be increased if proper focus is done in terms of sustainability. Norman (2012) in order to get a better understanding of consumer needs and desires in terms of sustainable tourism certifications did a study on the tourists of Tanzania. It was seen that so as to connect the academic goals of ecotourism to the industry sustainability and tourism have been linked in terms of certifications. But the major challenge faced while sustainability and tourism was lack of awareness amongst the consumers. The results suggested that tourists give more importance to certifications that focuses on environmental stability than certifications on economic or cultural stability. It was also seen that customer utility is increased when stringent certifications are provided.

3.5 Research Objectives

Based on literature review gaps are identified and following research objectives are determined:

- ? To study the effectiveness of Sustainable Tourism practices.
- ? To study the influence of sustainable tourism practices on customers.

- ? To analyze the perception of customers towards Sustainable Tourism.
- ? To find and understand the parameters and pillars of Sustainable Tourism.

4. Research Methodology

The primary data was collected by the means of questionnaire and personal interviews. The research design is exploratory and descriptive both. It is exploratory till the identification about sustainable tourism parameters. It becomes descriptive when it comes to evaluating customers' reaction towards sustainable tourism. The survey was conducted using convenience sampling in Delhi, NCR. The questionnaire was distributed among 120 respondents, out of which 110 responses were received. 10 responses out of 110 were incomplete therefore only 100 responses have been taken in this study.

Descriptive statistics and correlation have been applied to test hypothesis.

5. Hypothesis Development

Based on literature review following hypothesis have been developed:

- Ha1: Tourist are aware about the sustainable practices
- Ha2: Customers prefer to stay in an accommodation which has green accreditation
- Ha3: There is a positive correlation between age and consumer attitude toward green innovation towards tourism sector.
- Ha4: There is a positive correlation between the gender of a person effect of reviews on purchase decision while choosing hotel.
- Ha5: Customers are interested in knowing about the environmental information of the destination they intend to visit.
- Ha6: Customers are willing to pay more for a destination which has green accreditation.
- Ha7: Prior environmental information influences the decision of customers.

6. Data Analysis

Demographics of the average age group of people who filled the questionnaire were from 25-31. Around 22 respondents were from the age group of 18-24, 21 from 32-38. While only 8 respondents were from the age group above 45 and 10 from the age group of 39-45. The ratio of female and male in this survey was 45:55 where 45 male respondents and 55 female. This shows that there are more males who take travelling decisions as compared to

the females. Income group of people who filled the questionnaire were from 30k -39k.this help understand the purchasing power of the customer and its help in understanding does customer will pay more for sustainable activity in tourism sector

Variables are defined in the following table for the convenience of writing. In rest of the paper instead of entire definition variables will be used.

Variable Definition

Variable Definition

- Q1. age
- Q2. gender
- Q3. income
- Q4. Natural heritage and cultural heritage have deteriorated due to tourism?
- Q5. Tourism practices are harming the natural environment of the community.
- Q6. Which of the following factor is the most important while booking a holiday?
- Q7. Which of the following factor is most important while visiting a tourist attraction?
- Q8. Do you believe you know the concept of sustainable tourism?
- Q9. Do you think that tourism and natural resource protection can be compatible?
- Q10. I as a visitor will be wanting to protect the environment?
- Q11. Are you as a tourist aware about the sustainable practices or activities taking place in the desired destination you plan to visit or have visited?
- Q12. Information regarding green sustainable given to me regarding the tourist places have an influence on my decision.
- Q13. I would like to be informed about green sustainable tourism places every time I plan a vacation?
- Q14. When do you want to be informed about the environmental information about the destination?
- Q15. The information regarding the Environment, influence my decision while choosing the destination.
- Q16. Do you as a tourist want to protect the

natural resources of the destination where you plan to visit?

- Q17. I am willing to change the place of visit from one to another if the other one is more into protecting the natural resources and culture?
- Q18. I would prefer to stay in an accommodation which has green accreditation?
- Q19. I am willing to pay more for a destination which has green accreditation?
- Q20. Do people from my personal surroundings and society influence on me while choosing a hotel?

Attitude towards visiting green hotels

	N	Minimum	Maximum	Mean	Std. Deviation
q11	100	1.00	5.00	3.7700	1.18794
q18	100	2.00	5.00	4.3600	.70381
Valid N (listwise)	100				

In the comparisons to mean in q11 awareness about the sustainable practices in the desired

Tourist places mean =3.77 which means (agree) more tourist are aware about the sustainable practices and in q18 mean =4.36 which means (strongly agree) more customer would prefer to stay in an accommodation which has green accreditation.

		q1	q11	q18
q1	Pearson Correlation	1	-.178	.039
	Sig. (2-tailed)		.030	.032
	N	100	100	100
q11	Pearson Correlation	-.178	1	-.093
	Sig. (2-tailed)	.030		.356
	N	100	100	100
q18	Pearson Correlation	.039	-.093	1
	Sig. (2-tailed)	.032	.356	
	N	100	100	100

Level of significance that has been chosen across the study is 0.05 and significance value in this case is 0.032 and 0.030 which is less than 0.05 which suggests that though there is low positive correlation, the correlation is statistically significant between age and consumer attitude toward green innovation towards tourism sector.

Subjective norms					
Table 3: Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
q20	100	1.00	5.00	3.9600	.97359
q12	100	1.00	5.00	3.5300	1.14992
Valid N (listwise)	100				

In the given table mean is more than 3.50 this indicate that people and personal surrounding influence our decision while choosing hotel for stay

Table 4: Gender-Correlations				
		q2	q12	q20
q2	Pearson Correlation	1	-.040	-.111
	Sig. (2-tailed)		.693	.270
	N	100	100	100
q12	Pearson Correlation	-.040	1	.118
	Sig. (2-tailed)	.014		.241
	N	100	100	100
q20	Pearson Correlation	-.111	.118	1
	Sig. (2-tailed)	.013	.241	
	N	100	100	100

Since the significance value is 0.014 and it is lower than the level of significance chosen. Thus, there is stronger correlation between the gender of a person and effect of reviews on purchase decision while choosing hotel.

It was seen that 39 respondents out of 100 respondents said that clean environment was the most important factor while booking a holiday as tourists are very conscious about the cleanness these days. 26 respondents said that local culture is an important factor which needs to be kept in mind while booking a place for holiday. 13 respondents said that climate was an important factor to be kept in mind. 12 respondents saw tourists' attractions as the main factor while 10 respondents considered season as important

Out of 100 respondents 29 respondents said that attraction accessibility is the most important factor when one thinks about tourist places. 27 said that waste management is important because these days people have become really conscious about the environment regarding the waste. 25 respondents said that nearby

attractions are very important as people go out mainly for attractive places nearby so as to be able to visit those places. While policies to protect the natural area and visiting as quickly as possible was considered important only by 10 and 9.

Perceived behavioral control

Table 5: Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
q8	100	1.00	5.00	3.8600	1.05428
q9	100	1.00	5.00	3.5400	1.09563
q13	100	1.00	5.00	3.4500	1.20918
Valid N (listwise)	100				

In the comparisons to mean in q8 mean =3.86, q9=3.54,q13=3.45 about customer believe and understanding about sustainable tourism. It indicate most of the customer are aware about concept of sustainable tourism

Table 6: Behavioural- age-Correlations					
		q1	q8	q9	q13
q1	Pearson Correlation	1	-.086	.030	.077
	Sig. (2-tailed)		.395	.770	.443
	N	100	100	100	100
q8	Pearson Correlation	-.086	1	-.004	.050
	Sig. (2-tailed)	.395		.970	.622
	N	100	100	100	100
q9	Pearson Correlation	.030	-.004	1	-.109
	Sig. (2-tailed)	.770	.970		.280
	N	100	100	100	100
q13	Pearson Correlation	.077	.050	-.109	1
	Sig. (2-tailed)	.443	.622	.280	
	N	100	100	100	100

It can be observed in this chart that no conclusive trend can be seen in this chart however, if looked at closely as the age increases there is a slight decrease in the influence.

Perceived moral obligation

Table 7: Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
q10	100	1.00	5.00	4.6100	.70918
q17	100	1.00	5.00	3.9800	1.00484
Valid N (listwise)	100				

According to the table mean is above 4.00 which is lower to 0.05 this mean customer of all age are ready to protect environment at any cost and in q17 customer are willing to change the place of visit from one to another if the other one is more into protecting the natural resources and culture.

Purchasing power

	N	Minimum	Maximum	Mean	Std. Deviation
q19	100	1.00	5.00	3.4200	1.11174
Valid N (listwise)	100				

Mean =3.42 which means willing to pay more if they plan to visit a place which has green accreditation. This shows respondents interest towards sustainable tourism and are willing to take initiatives even if they have to pay more. 14 respondents were neutral in this case and could not decide on one statement. 27 respondents said that they are not willing to pay extra or more for places with green accreditation. Even though some were willing to take step towards sustainable tourism but were not ready to pay more for the same.

		q3	q19
q3	Pearson Correlation	1	.021
	Sig. (2-tailed)		.025
	N	100	100
q19	Pearson Correlation	.021	1
	Sig. (2-tailed)	.025	
	N	100	100

As in given table significance is .025 which is lower than 0.05 which show that that there is some correlation between income and purchasing decision. This income plays major in purchase decision. Majorly income group between30k-39k has high spending power according to research.

Environment concern

	N	Minimum	Maximum	Mean	Std. Deviation
q4	100	1.00	6.00	3.5100	1.33708
q5	100	1.00	5.00	3.7900	1.03763
q15	100	1.00	5.00	4.1300	.94980
q16	100	1.00	5.00	4.5500	.68718
Valid N (listwise)	100				

In the table mean= above 4.00 (strongly agree) out of 100 respondents were all are willing to protect the natural resources of the destination they plan to visit. This showed people are eager to help in protecting the natural resources. While only veryfew respondents showed disinterest regarding the same. As they were least interested in protecting the natural resources of the places they visit. 58 respondents out of 100 respondents said that they wanted to be informed about the environmental information about the destination prior to the booking, as this could help them in their decision making regarding the vacation places. 23 respondents said that they were interested to be informed about the same prior to the departure. While only 19 respondents said that they wanted to know after arrival. This shows that people are actually very much interested in knowing about the environment and getting proper information.

Hence, except hypothesis three all other hypothesis are supported.

7. Conclusion

Sustainable Tourism is the need of the hour. Travel companies these days are expected to introduce the concept of Sustainable Tourism along with their marketing strategies, also required to take initiatives to promote the concept so as to bring change in the mindset of the consumers by creating awareness regarding the same. People these days are well aware about the need of Sustainable Tourism initiative and even are willing to take steps themselves so as to be able to contribute in the same. They were very much interested in protecting the natural resources of the place where they plan to visit. It was also seen by the data collected that people are willing to change their destination if the other destination is more into protecting the local community and culture. And some of them were even interested to pay more for the same accommodation if it's affiliated with green accreditation. As these days people have become very conscious about the natural community and the environment and are trying their level best to be able to contribute as much as they can by any which ways. All this shows how willing people are to bring the change. People believe that the major reason for the bad conditions of natural community as well as spoilage of culture is tourism. Due to various tourism practices the culture of the local community has deteriorated, main essence of the place due to which people actually visit the place has actually been taken away, the main attraction of the place is slowly being lost. Therefore, people are concerned that if the main attraction or the best part of the place will be lost then there will be no point in visiting the same place. It was analyzed that environment is the main factor that people consider while visiting a place along with the clean area. People now a days have become very conscious and want to visit places

that are clean and have good environment, because people go on vacation to relax and relaxation goes hand in hand with clean environment. People were also interested in being informed about the environment of the place they plan to visit and that too prior to the booking. This shows that environment is a major factor that decides which place to visit and these days people are very much interested in knowing about the same. Therefore, proper environmental information is very important.

There is a need for the travel companies to take up sustainable tourism initiatives on their own as it is the need of the hour. People are expecting to be informed about the environment, local community, green accreditation and other parameters relating to protecting the natural culture. Therefore travel companies are expected to include the practices of sustainable tourism on their own so as to be able to survive in future, as according to the data collected it can be seen that soon it will become a compulsion for the travel companies to include these practices in their strategies.

Sustainable tourism had a positive influence upon the customers. Customers took this initiative in a very positive manner and were real interested too. Though there were some of the customers who showed little interest, but those did not have an impact on the study because they were less in number as compared to the ones who were in favour of the initiative. Overall customers perceived the concept of Sustainable tourism in a positive manner.

8. Limitations & Recommendation

Respondents generally answer the questions or fill the survey in a very biased manner, and some do not even fill it seriously. Therefore, the data collected may or may not be true. The survey was got filled by only the customers living in Delhi NCR, which again mean that the point of view of people staying in other area were not taken. The concept of Sustainable Tourism is new therefore many people are not aware about the same, therefore respondents did not possess proper knowledge about the concept, many had half vague knowledge and therefore accordingly the data was filled by them. This again is a limitation in the data collection. Following recommendations are made to achieve sustainable tourism:

1. Increase the awareness and importance about Eco - tourism(marketing)
2. Every tourist attraction city or place should have proper waste treatment plants
3. Government should ban all the activity that harm environment and should impose high penalty on hotel, restaurants, and tourist harming natural environment

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