INTERNATIONAL CONFERENCE
CHANGES AND PERSPECTIVES OF TOURISM IN A RESHAPED WORLD

CONFERENCE PROCEEDINGS

Vilnius, May 25-26, 2023

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Editors

Darius Liutikas and Gintarė Pociūtė-Sereikienė

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9. EXAMINING THE RELATIONSHIP BETWEEN RESPONSIBLE TOURISM PRACTICES AND RESPONSIBLE BEHAVIOURAL INTENTION

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Abstract. This study examines the relationship between responsible tourism practices and behavioural intentions. The proposed conceptual model illustrates the relationship between economic, socio-cultural, and environmental responsibility and tourists' intention to engage in responsible tourism. For descriptive statistics, SPSS 22.0 software was used, while SmartPLS 3.0 software was used for path-analysis-structural modelling (SEM). An exploratory quantitative study investigated how Vietnamese tourists engage in responsible tourism during their trips and the factors that influence their behaviour. The results indicate that tourist responsibility practice positively impacts their intention to behave responsibly, while environmental responsibility factors strongly influence tourist behaviour. From a tourist perspective, this is a pioneering study in responsible tourism because no informed research has been done in Thua Thien Hue. The research proposes a theoretical framework for responsible tourism based on the correlation between responsible practices and responsible tourism behaviour intentions. The study has practical implications for tourism stakeholders.

Keywords: Responsible tourism, tourist behaviour, tourist's responsibility.

Introduction

Over the past few decades, the international community has become aware of the negative effects of mass tourism on the economy, society, and environment. Therefore, sustainable tourism has been introduced as an alternative to mass tourism. In tourism, sustainable tourism development emphasizes the importance of preserving local traditions and sociocultural identities to protect the environment, generate revenue and employment for host destinations, and finally involve local communities in tourism decision-making (Medina, 2005). Responsible tourism, which promotes the conservation of natural resources, culture, and biological diversity, emerged at the same time as sustainable tourism. Creating better places for residents and tourists to visit is part of a responsible tourism approach (Goodwin, 2011). According to Leslie (2013), responsible tourism is about taking responsibility for the consequences of tourism for all stakeholders: businesses, communities, destination management organizations (DMOs), and tourists (Jenkins and Schröder, 2013). Therefore, responsible tourism can be analysed from different perspectives, such as supply-side or demand-side. Responsible tourism (RT) focuses on the actions and awareness of sustainable travel among all stakeholders (Mondal and Samaddar, 2020), which considers the three pillars of sustainability: nature, community, and economy.

Although Mihalic (2016) emphasized the role of responsible tourism and stated that responsible tourism gradually reduces adverse economic, sociocultural, and ecological impacts.

Several studies have been published in recent decades about responsible tourism, analysing the concept, its dimensions, and the factors that influence it as well as analysing responsible tourism from both a demand-side and supply-side perspective. Despite this, only limited research has examined whether tourists are willing to adopt more sustainable behaviours (Amin, 2017; Budeanu, 2007; Caruana, et al., 2014; Gong, et al., 2019; Hu and Sung, 2022; Lee, et al., 2017; Nguyen, et al., 2018; Panwanitdumrong and Cheng, 2021; Parikshat, et al., 2021) and which barriers prevent them from making responsible choices (Budeanu, 2007; Goodwin and Francis, 2003). It is still necessary to conduct more research to understand what motivates tourists to be responsible, how responsibility translates into specific practices, and how these practices are measured. However, there hasn't been much research into responsible tourism in Vietnam. Vu (2015) investigated responsible tourism from the perspective of all stakeholders. Those results suggest that responsible tourism can only be developed when the goal of the visit is to experience culture and cultured spirituality. This is because all stakeholders are converging on their responsibilities and benefits. In another study, Nguyen, et al. (2022) analysed the issue of responsible tourism in Vietnam from the perspectives of tourism experts and tourists. According to the survey results, tourists in Vietnam should play a critical role in promoting responsible tourism. In contrast, Bui, Phi, and Le (2022) used a qualitative research approach to seek the gap in the literature regarding the RT behaviours of tour operators and their implementation in the context of Vietnam. In the context of Vietnamese tourism research, there is a lack of studies looking at responsible behaviour from the tourist perspective and what factors impact their behaviour.

As in Vietnam, responsible tourism is largely unexplored in Thua Thien Hue, and few researchers are interested in it. According to Nguyen (2018), there was only one study conducted on the awareness of responsible tourism in Hue. The results show that responsible tourism is still a new phenomenon in Hue and that tourists are not well aware of it. Thua Thien-Hue offers a very diverse and picturesque landscape. Nature and human beings create a harmonious beauty with Bach Ma (White Horse) National Park and other attractive beaches such as Thuan An, Lang Co, and Canh Duong. Buddhist temples and pagodas were built in Thua Thien Hue in the early 20th century, making it an iconic Buddhist centre of Vietnam. Additionally, the province offers dozens of handicraft villages, a rich royal heritage, and a lively folk culture. Thua Thien Hue has developed culture and heritage tourism, pilgrimage tourism, community-based tourism, ecotourism, and wellness tourism. The province can develop responsible tourism, but there is a lack of research on the topic. Few studies in Vietnam have clarified the correlation between tourist responsibility practices and responsible tourism behaviour intentions. This study can be considered a pioneering study on responsible tourism in Thua Thien Hue. To recognize domestic tourists' attitudes toward responsible tourism, this study used a quantitative method. We conducted a survey of domestic tourists who visited Thua Thien Hue from April to June 2022 by filling out a questionnaire. The research findings can contribute to the scientific debate about the discrepancy between responsible tourism practices and responsible behaviours in light of the reopened tourism industry following lockdown restrictions caused by the Covid-19 pandemic. As a result, we encourage ethical travel to promote responsible tourism.

Literature review

In the tourism industry, responsible tourism has attracted the attention of many people, including academics in tourism research (Burrai, et al., 2019; Caruana, et al., 2014; Chettiparamb and Kokkranikal, 2012; Choi, et al., 2017; Del Chiappa, et al., 2016; Duminduhewa, et al., 2020; Fang, 2020; Gong, et al., 2019; Hu and Sung, 2022; Lee, et al., 2017; Mathew and Kuriakose, 2017; Mondal and Samaddar, 2021; Parikshat, et al., 2021; Weeden, 2014; Um and Yoon, 2020) and tourism practitioners (Mihalic, 2016), as well as tourists and society in general (Leslie, 2013). Several stakeholders have been included in the delivery of responsible tourism in the 2002 Cape Town Declaration, which emphasizes that sustainability in tourism can only be achieved if stakeholders (governments, communities, businesses, and consumers) take "responsibility". Several researchers focused on attitudes that affect RT participation whereas others investigated socially responsible consumption traits (Chafe, 2005; Diallo, et al., 2015; Medina, 2005; Prendergast and Tsang, 2019; Song and Kim, 2018) or tourists' environmental awareness (Chao, et al., 2012; Elgaaied, et al, 2013; Lee, et al., 2013; Panwanitdumrong and Cheng, 2021; Su and Swanson, 2017; Wang, et al., 2018). There have been several debates about responsible tourism, including the relationship between tourist behaviour and responsible tourism (Lee, et al., 2017; Yoon, et al., 2019; Zgolli and Zaiem, 2018); ethical responsibility of stakeholders (Goodwin and Francis, 2003; Lee, et al., 2017); marketing and corporate social responsibility programs; responsibility of tour operators (Nguyen et al., 2018); and responsible tourism from the perspective of the locals (Burrai, Font, and Cochrane, 2014; Chan, Marzuki and Mohtar, 2021; Rasdi, et al., 2019). Many of the studies focus more on stakeholders' role in delivering responsible tourism than an engaging critique of the term itself. However, responsible tourism has been explored in several international studies on what motivates responsible tourists, attitudes, and, behaviours as well as discrepancies between attitudes and behaviours (Budeanu, 2007; Chafe, 2005; Hu and Sung, 2022; Mondal and Samaddar, 2021; Panwanitdumrong and Cheng, 2021; Su and Swanson, 2017).

The advancement of RT in diverse research strands has led to it being officially accepted and endorsed by numerous tourist destinations, marketers, policy-makers, and academic research organizations throughout the world (Del Chiappa, Grappi and Romani, 2016). Tourism impact can be more effectively developed following the implementation of RT by all stakeholders. Although there has been an increase in studies of responsible tourism contexts in recent years, there have been few studies about tourist responsibility and intention behaviour from the triple bottom line of responsible tourism. This study will fill a research gap by examining the correlation between tourist responsibility and responsibility intention behaviour. Tourist responsibility is measured from the perspective of the triple bottom line of responsible tourism, which are economic, socio-cultural, and environmental.

The concept of responsible tourism

RT emerged alongside sustainable tourism development, but it is difficult to understand (Chettiparamb and Kokkranikal, 2012; Hall and Kim 2012). In reality, tourism stakeholders lack a clear understanding of RT and sustainable development and often fail to introduce them. Since the 1970s, RT has been considered one of the "new forms of tourism". RT involves the actions and consciousness of all stakeholders regarding sustainable travel (Mondal and Samaddar, 2020), which considers the three pillars of sustainability: nature, local communities, and the economy. Thus, responsible tourism is all

forms of tourism that respect the natural, built, and cultural environments of the host as well as all interests of all stakeholders. As a result, UNWTO published the Global Code of Ethics for Tourism in 2001. This code emphasized the need for all stakeholders to take responsibility for making all forms of tourism sustainable and aimed to promote responsible, sustainable, and universally accessible tourism. However, the phrase RT appears in 2002 by The Cape Town Declarant and has been extensively studied since then. According to the 2002 Cape Town Declaration, responsible tourism minimizes negative economic, environmental, and social impacts and generates significant economic benefits for locals, improves the well-being of host communities, and improves working conditions and access to the industry. Responsible tourism provides more enjoyable experiences for tourists through more meaningful connections with local people, and a more comprehensive understanding of local cultural, social, and environmental issues. Practicing responsible tourism maximizes the benefits for the local community and protects their environment and culture (Caruana, et al., 2014; Mathew and Sreejesh, 2017). The European Union contributed a new definition of responsible tourism in the European Charter for Sustainable and Responsible Tourism. There are nine basic principles identified in it to encourage the development and implementation of responsible policies in the tourism sector. Consequently, responsible tourism helps unite stakeholders in the tourism industry (Burrai, Buda and Stanford, 2019). It is not only responsible for decisions, actions, and policies, but is also involved in tourism planning, management, delivery, and consumption.

From the perspective of tourists, responsible tourism involves a lifestyle that fosters cultural and biological diversity as well as environmental and natural conservation, both at home and while traveling (Responsible Travel Handbook). It means that tourists should take responsible behaviour during the trip and when they buy and consume everyday products or services. Responsible tourism creates a different way to think about holidays (Budeanu, 2007) driving an increasing number of people to make their travel decisions based on values like consciousness, sobriety responsible consumption, and respect for the local culture, social, environmental and economic context.

Responsible tourist

RT emphasized tourists' ability to make a difference in their activities by following its values and principles. According to Hall and Kim (2012), RT helps tourists think about their travels and judge the quality of their experiences. RT defines a responsible tourist as one that respects local cultures (tradition, religion, heritage), protects the environment (flora, fauna, landscapes), benefits the local community (economically and socially), conserves natural resources (water, energy), and minimizes pollution (noise, waste, and congestion) (Goodwin, 2011). Responsible tourists seek to experience the destination's authentic offerings while reciprocating equitably. Tourism activities under the RT include exploring a destination's authenticity and preserving its natural, geological, sociocultural, economic, and environmental heritage as well as its natural, geological, sociocultural, and economic heritage. (Budeanu 2007; Kerstetter, Hou and Lin, 2004). While traveling, responsible tourists seek to understand the local context ethically and with awareness (Caruana, et al., 2014). Moreover, before visiting a place, they spend time and resources researching it.

Responsible tourism includes using their purchasing power responsibly as well as using services that contribute to the environment. Travelers who are responsible tourists are concerned about local resources, avoid excessive travel, and preserve the culture and natural heritage of the places they visit.

Responsible tourism is experienced along the continuum of high to low budgetary backup (Baloch, et al., 2022). The low-budget responsible tourism experience can be learned through self-contained and self-organized camping trips accessible by bicycle, animal carts, or train. However, responsible tourism is more problematic when relevant laws are missing in the destination. Therefore, destinations should inform tourists about their responsibilities during their stay.

Responsible tourism behaviour intention

People's behavioural intentions are influenced by both their attitudes and subjective norms. The subjective norm refers to the social norms associated with the act, while attitudes are the strength of an individual's attitude toward the act. Positive subjective norms and positive attitudes should lead to better relationships. Several studies have demonstrated a positive relationship between intentions and behaviour (Ajzen, 1991). Depending on the individual and the situation, there may be a difference in the impact of these factors on behavioural intentions. In a few studies, researchers have found that direct prior experience with a certain activity increases the attitude component of the behavioural intention function. It was proposed that consumers should also consider the antecedents of their purchase intentions in addition to the more instrumental motivators of time, money, convenience, etc. Consumers' ethical intentions may not always translate into their buying behaviour, possibly because other factors such as price and previous experiences overshadow ethical considerations.

Researchers identified the following antecedents affecting sustainable development processes and shaping "responsible tourism behaviour" (Hu and Sung, 2022; Panwanitdumrong and Cheng, 2021; Su and Swanson, 2017; Zgolli and Zaiem, 2018). Responsible tourist demonstrates a balanced approach to their travels and contributes to the host community. This includes consuming services that contribute to the tourist's environment and using their purchasing power responsibly. Accordingly, this study examines tourist responsibility through their responsible tourism practices in three categories, including economic, sociocultural, and environmental. There have been several previous studies that have addressed the issue of responsible tourism intention, which is the measure of tourist intention level to engage in responsible tourism (Song, et al., 2014; Diallo, et al., 2015; Hu and Yung-Kun Sung, 2022; Um and Yoon, 2021; Yoon, et al., 2019; Zgolli and Zaiem, 2018). Intentions for active participation in responsible tourism were measured by willingness to participate, time and financial commitment, and recommendations to others.

The research methodology

The research model and the hypotheses

According to Um and Yoon (2021), all stakeholders must behave responsibly. Responsible tourism encompasses the behaviour and attitude displayed by every participant in the tourism value chain during the execution process. From a tourist perspective, the experts should check and analyse the items provided by the respondents and determine which items contribute least to tourism responsibility and which items contribute most. From the perspective of the sustainable tourism approach, responsible tourism behaviour involves actions that support economic, sociocultural, environmental, and institutional factors (Mihalic, 2016) While other researchers examine responsible tourism practices on three ethical levels: economical, sociocultural, and environmental (Caruana, et al., 2014; Mihalic, 2016; Lee, et al., 2017; Pratama and Mandaasari, 2020). Therefore, this study investigates economic, socio-cultural, environmental, and responsible intention behaviours. The proposed conceptual model is illustrated in **Fig. 9.1**.
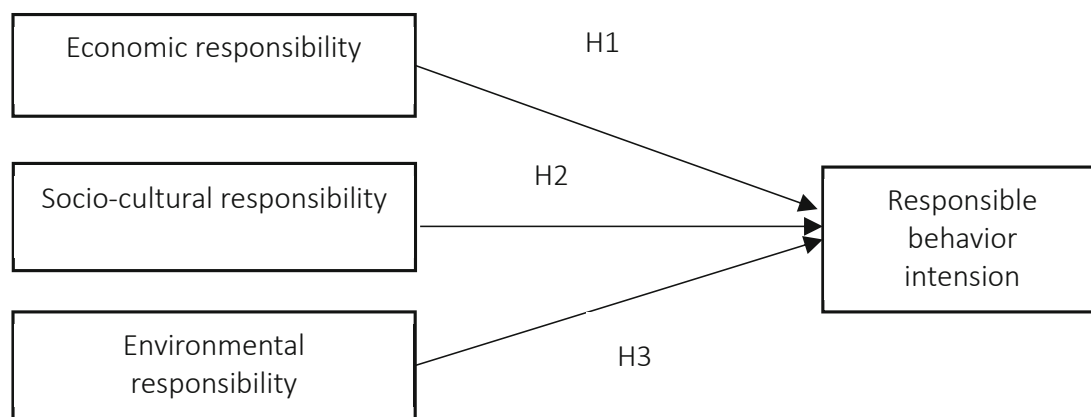
Fig. 9.1. Research model and hypotheses. Source: Authors' own elaboration.

The effect of economic responsibility on the tourist's responsible behaviour intention

Economic responsibility is how tourists use local services and products, which affects the economic status of the destination. Medina (2005) defines economic behaviour as behaviours that contribute to the local community, such as buying and consuming domestic goods. According to other research, the instrument measures tourism responsibility at the community level using four different indicators (local services, regional facilities, local products, and philanthropy) (Gong, et al., 2019). According to Lee, et al. (2017), tourists with more travel experiences made more ethical decisions.

H1: Economic responsibility positively influences tourists' intention to be responsible in tourism behaviour.

The effect of socio-cultural responsibility on the tourist's responsible behaviour intention

In a variety of contexts, socio-cultural engagement underlies responsible behaviour. Furthermore, Bagri, et al. (2009) emphasize the consumer's involvement in community and social activities. Diallo, et al. (2015) found that tourists who are culturally engaged make well-informed consumption decisions. To initiate responsible behaviours, socio-cultural engagement fosters the cognitive and perceptual mobility of tourists. These authors found that tourists are socially motivated to act in favour of responsible tourism (Prendergast and Tsang, 2019; Song and Kim, 2018). Based on this discussion, we propose the following hypothesis:

H2. The tourist's socio-cultural responsibility influences directly and positively their responsible behaviour intention.

The effect of environmental responsibility on the tourist's responsible behaviour intention

It has been shown that tourism rapidly increases carbon emissions, soil erosion, and water eutrophication and that it places enormous pressure on the environment (Su, et al., 2020). The issue of environmental sustainability can be resolved by modifying human behaviour (Han, et al., 2018), which requires individuals to change their behaviours (buying, consuming, and approaching products in an environmentally sustainable manner) (Wang, et al., 2020). This has prompted consumers and academics to put increased emphasis on environmental sustainability. Researchers have identified a set of factors that contribute to tourists' environmentally responsible behaviours based on the value-belief-norm theory, including ecological concern, awareness of consequences, and ascription of responsibility (Wu, et al., 2022). Moreover, environmental behaviour is significantly influenced by behavioural intention based on a model of predicting people's environmental behaviour (Chao, 2012; Panwanitdumrong and Cheng, 2021; Su and Swanson, 2017; Wang, et al., 2018). There are more recent studies related to tourism responsibility and the environmental impact of tourists that can be verified.

H3: Environmental responsibility positively influences tourists' intention to responsible tourism behaviour.

Data collection

The purpose of this study is to investigate the relationship between economic responsibility, social responsibility, environmental responsibility, and responsible tourism intention behaviour. Before collecting the main data, a pilot study was conducted with 20 respondents. Considering practicality, finances, and deadlines, our sampling method is convenient. There has been a significant drop in international tourists to Thua Thien Hue as a result of the Covid-19 pandemic. As a result, we were unable to attract international tourists. The survey is therefore only open to domestic tourists. Participants in the study were selected only from those who volunteered to participate and answer the questionnaire. In Thua Thien Hue, we collected data from various tourist attractions such as the Citadel, Thien Mu pagoda, Dong Ba market, Gia Long tomb, Khai Dinh tomb, Tu Duc tomb, Minh Mang

tomb, Thuan An beach, Lang Co beach, and Bach Ma National Park for 3 months from April to June 2022. The survey was explained to participants and a questionnaire was required.

In this study, respondents were also asked "How are you involved in responsible tourism practices?" and "How can responsible tourism and responsible tourism tours be promoted?". Based on the Likert five-point scale (from 1 not necessary to 5 necessary), respondents were asked to express their viewpoints on the necessity of actions for responsible tourism tours. Duplicate responses, empty fields, incomplete evaluations, and overly ambitious evaluations were removed from the final data set. The result was 200 valid responses out of 220. **Table 9.1** presents the final data set. To test the proposed conceptual model, we conducted an empirical study of tourists' exploratory and confirming natures. The objective of this study is to identify how the core variables of responsible tourism practices affect the intentions of responsible tourism behaviour. Therefore, we first used the SPSS 22.0 software to analyse the descriptive data. To hypothesize, we used the partial least squares structural equation modelling (PLS-SEM) method with Smart-PLS 3.0. Compared to the covariance-based squares structural equation modelling method, the PLS-SEM was more suitable to build our theoretical model and had high efficiency in parameter estimation.

The measurement of the variables

To make them applicable to our study, minor modifications were made, as well as a review and recommendation survey conducted by tourism-related experts. As a result of the interviews and the implementation of the recommendations, the wording of the items has been clarified, and the existing measuring scale has been enhanced. As soon as we had completed the questionnaire, we conducted a pre-test through debriefing, which allowed us to exchange points of view, interpretations, and information. Consequently, certain questions have been reformulated. The constructs were measured on a Likert scale with five echelons from 1 "strongly disagree" to 5 "strongly agree". (**Table 9.1**).

Table 9.1. List of used items

Concepts	Items of measure	Sources
Economic responsibility	1. While traveling, eating at local restaurants contributes to the local economy. 2. While traveling, buying local products economically helps the local people. 3. While traveling, staying in local accommodations contributes to the regional economy 4. I use the services of local travel agencies and guides to contribute to the local economy	Chao, et al. (2012)
Socio-cultural responsibility	1. I refer to the local customs and traditions with respect 2. I looking for the community's cultural information 3. I learn basic phrases in the language of the visited country/region 4. I'm talking to permanent residents of the place I visit, establishing contact with them 5. While traveling, unethical behaviours (e.g., prostitution, child labour, sweatshop labour) should not be conducted and do not infringe on customs	Olga and Aneta (2014); UNWTO (2012)
Environmental responsibility	1. While traveling, walking, or cycling reducing CO_2 emission helps to protect the environment. 2. I throw the trash into containers if possible disaggregated 3. I avoid the use of disposable packaging, especially plastics 4. I follow the rules of the protected areas 5. I economically consume water and electricity 6. Considering whether entering the area of unique natural beauty, will not hurt it	Goodwin and Francis (2003); Chao, et al. (2012); Lee, Jan and Yang (2013); Olga and Aneta (2014)
RT behavioural intention.	1. I will participate in responsible tourism 2. I am willing to participate in responsible tourism 3. I will attempt to participate in responsible tourism 4. I intend to invest time and money to participate in responsible tourism 5. I will recommend other people participate in responsible tourism	Song, et al. (2014); Diallo, et al. (2015); Hu and Sung (2022)

Results

Sample data

The survey results indicate that women participated in the survey in greater numbers (55.0%) than men (45.0%). A majority of respondents (66.5%) were between the ages of 18-30. Other groups included persons under the age of 18 (8.5%) and people over the age of 50 (4.5%). Tourists with bachelor's degrees represent 59.0%, high school graduates account for 27.5% and master's degrees account for 10.5%.

Table 9.2. Socio-demographic profile of study participants. Source: Authors' field data from Thua Thien Hue, Vietnam (April to June 2022)

Details		Frequency	Percent (%)
Sex	Female	110	55.0
	Male	90	45.0
Age	Below 18 yrs	17	8.5
	18 - 30 yrs	133	66.5
	31- 50 yrs	41	20.5
	Above 50 yrs	9	4.5
Educational level	First-degree/undergraduate	55	27.5
	Diploma/bachelor	118	59.0
	Master's/Postgraduate	21	10.5
	Others	6	3.0
Occupational status	Business	64	32.0
	Employed	37	18.5
	Civil servant	47	23.5
	Student	34	17.0
	Retired	10	5.0
	Others	8	4.0
Sample size (n)		200	100

Measurement Model

The reliability and validity of the constructs were rigorously assessed using Cronbach alpha and Composite Reliability as they were motivated by the scholarly literature on the application of PLS-SEM (Hair, et al., 2019). Many researchers favour composite reliability (CR) over Cronbach's Alpha because CR evaluates reliability better than Cronbach's Alpha. In exploratory studies, CRs of at least 0.6 is recommended, while in confirmatory studies, CRs of at least 0.7 is recommended. In addition, many other researchers hold that 0.7 is an appropriate threshold for most case studies, such as Hair, et al. (2019), and Bagozzi and Yi (1988).

Detailed information on the composite reliability is shown in (**Table 9.2**), where the minimum and maximum are 0.897 and 0.906 respectively, which satisfy the basic requirements. In the literature of Bagozzi and Yi (1998), all factor loadings of constructs were examined, and the 0.6 requirements were utilized to determine how reliable the indicator is. The coefficients of all the constructs in the below table are all above 0.6, with a minimum loading of 0.734 and a maximum loading of 0.871. Detailed information regarding the research constructs as well as their corresponding loadings are presented in table 2 above. In addition, multicollinearity was of great concern to the researchers, which was detected with the help of common method variance (CMV) and variance inflation factor (VIF). CMV does not seem to be an issue in the works (Amoah, et al., 2021; Jibril, et al., 2019). Because of the VIF, which is less than five, which is below the threshold of ten, CMV does not appear to be an issue.

As well as the CR values, the AVE values were also higher than 0.50, the threshold value suggested by Fornell and Lacker (1981). These results verify the convergent validity of the dimensions measured. Additionally, we examined the squares of all correlations with AVE values to determine the constructs' discriminant validity. The square root of the AVE was higher than the correlation coefficients (Fornell and Lacker, 1981), proving discriminant validity.

Table 9.3. Construct reliability, validity, and factor loadings. Source: Authors' processing from SmartPLS 3 version.

Constructs	VIF	Factor loadings	Composite Reliability	Cronbach's alpha(α)	AVE
Economic Responsibility			**0.906**	**0.861**	**0.707**
ECR1	1.994	0.839			
ECR2	2.295	0.871			
ECR3	2.316	0.865			
ECR4	1.723	0.786			
Socio-cultural responsibility			**0.903**	**0.866**	**0.652**
SOCULR1	1.767	0.779			
SOCULR2	2.017	0.810			
SOCULR3	2.056	0.823			
SOCULR4	2.497	0.840			
SOCULR5	2.074	0.783			
Environmental responsibility			**0.903**	**0.872**	**0.610**
ENVR1	2.152	0.800			
ENVR2	2.038	0.759			
ENVR3	2.024	0.804			
ENVR4	2.118	0.820			
ENVR5	1.794	0.734			
ENVR6	1.736	0.764			

Constructs	VIF	Factor loadings	Composite Reliability	Cronbach's alpha(α)	AVE
RT behavioural intention			**0.897**	**0.857**	**0.636**
RBI1	1.746	0.753			
RBI2	1.792	0.792			
RBI3	1.895	0.783			
RBI4	2.200	0.814			
RBI5	2.247	0.843			

Henseler, et al. (2015) inspired the researchers to evaluate the existence of the discriminant validity of the latent variables through Fornell-Larcker (1981). Based on the experts' findings (Hair, et al., 2019; Henseler, et al., 2015), all the values in the diagonal form (bold) are greater than 0.5, and **Table 9.3** shows that the average variance extracted (AVE) exceeds 0.7. Fornell- Larcker's discriminant validity criterion shows that the basic and stringent assumptions of the research constructs were established after each construct of AVE had higher coefficients in both column and row positions than the others.

Table 9.4. Test of Discriminant Validity – Fornell-Larcker criterion. Source: Authors' processing from SmartPLS 3 version

Construct	Socio-cultural responsibility	Economic Responsibility	Environmental responsibility	RT behavioural intention
Socio-cultural responsibility	0.807			
Economic Responsibility	0.715	**0.841**		
Environmental responsibility	0.678	0.633	**0.781**	
RT behavioural intention	0.694	0.680	0.732	**0.798**

Structural modelling-path analysis

This study demonstrates the essence of path analysis, also known as structural modelling, which concerns model fit. In this analysis, the causal relationship between the research constructs is revealed. Thus, the results of the study indicate that Responsible Tourism behaviour intention (RBI) has a potential impact or effect on current constructs such as Economic responsibility (ECR), Socio-Cultural responsibility (SOCULR), and Environmental Responsibility (ENVR). **Table 9.5** below shows the regression coefficients of Beta (β), significant values; T-values, and P-values for the research model. Moreover, the predictive power associated with the research model that determines the values of the regression model was also evaluated. In the following table and figure, the R^2 for the predictive variable (Responsible Tourism behaviour intention) is 53 percent.

A majority of tourists are willing to take responsibility for their behaviour and preserve local culture. A survey found that most tourists respect the region's customs and traditions and avoid unethical behaviour. It was very rare for tourists to seek out community cultural information or learn basic phrases in the local language, despite respecting local cultures. In this regard, tourists should be encouraged to research their destinations before they travel. They should also learn a few words in the local language to have a more meaningful experience with the locals and to preserve the local culture. Economic responsibility positively influences tourists' intentions to behave responsibly in tourism. Most tourists ate at local restaurants and bought local products, which helped the economy and people of the community. Additionally, tourists stayed in local accommodations and used local tour guides and travel agencies. Generally, tourists are positive about economic responsibility, contributing to the prosperity and development of their communities.

Table 9.5. Hypothetical path coefficient sources. Source: Authors' processing from SmartPLS 3 version

| Relationship	Beta (β)	Standard bootstrap results					Empirical remarks
		Mean value	SD error	t-value	Effect size (Cohen's f^2)	P-value	
H1: ECR -> RBI	0.248	0.247	0.068	3.658	0.076	0.000	Accepted
H2: SOCULR -> RBI	0.236	0.233	0.069	3.434	0.062	0.001	Accepted
H3: ENVR -> RBI	0.415	0.421	0.066	6.318	0.234	0.000	Accepted
Dependent Variable	Coefficient of determination (R^2)			Adjusted R^2			
Responsible tourism behaviour intention	0.637			0.631			
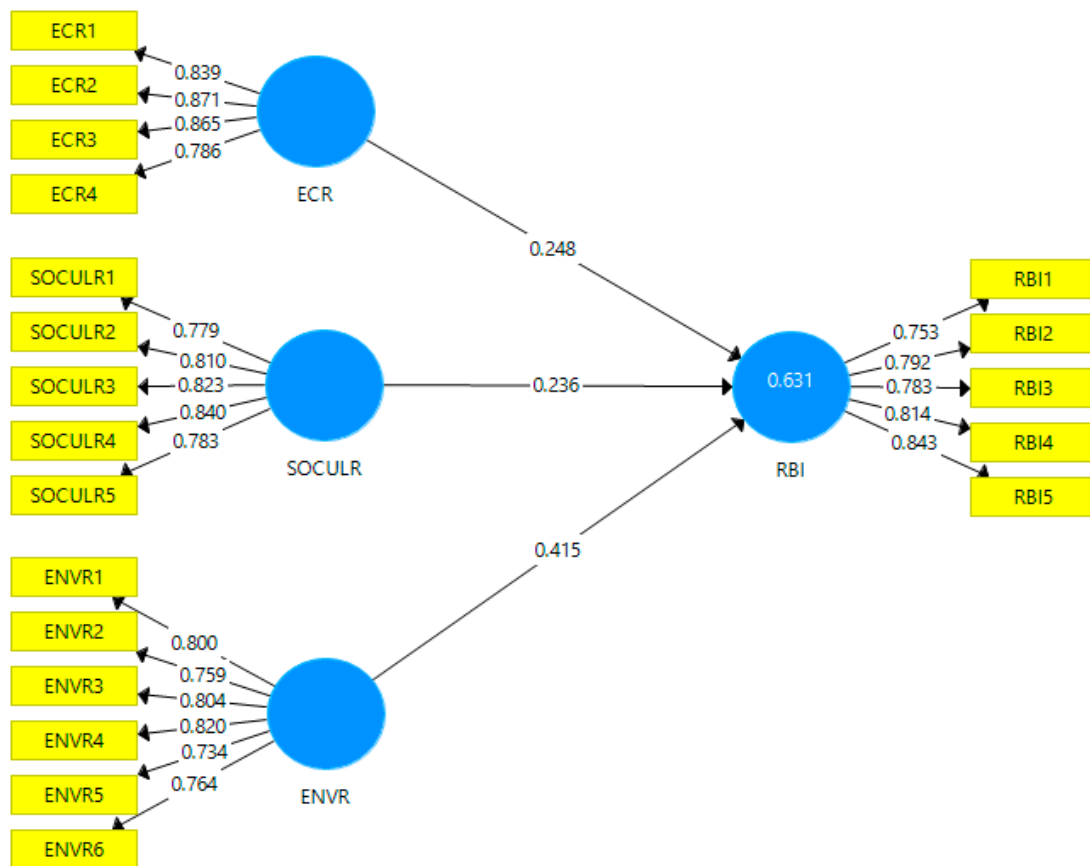
Fig. 9.2. Estimated research model

Responsible tourism intentions were significantly affected by environmental responsibility. Most people support the environment by following the rules of protected areas and throwing trash into containers. On the other hand, most tourists avoided using disposable packaging while fewer tourists used water and electricity. Hence, tour operators should inform tourists to conserve energy during their trip and in their routine as well. It is noted that nearly half of tourists have not changed their choice of vehicles to reduce CO_2 emissions. Tourists need to be aware that choosing the right vehicle is crucial to protecting the environment since only a few tourists walk or cycle.

Conclusion

The purpose of this study was to investigate the relationship between responsible tourism practices and the intention to participate in responsible tourism. The study examined the impact of the environmental, sociocultural, and economic responsibilities of tourists on tourism behaviour intentions. Research suggests that the tourist's intention to engage in responsible tourism is influenced by economic responsibility, sociocultural responsibility, and environmental responsibility.

This study contributes to the development of a theoretical framework for responsible tourism by incorporating the concept of responsible tourism behaviour. It also explores the significant role that responsible tourism practices play in predicting responsible tourism behaviour. The concept of tourist responsibility encompasses economic, social-cultural, and environmental responsibility. Economic responsibility means eating at local restaurants and hotels and buying local products and services. Taking a social-cultural responsibility is about respecting local cultures and customs, interacting with the local people, and not acting unethically. The concept of environmental responsibility refers to tourism actions to protect and improve the environment, to use water and electricity economically, and to consider whether their actions hurt the environment. There is a positive relationship between the amount of responsibility of tourists and their intention to participate in responsible tourism. In particular, environmental responsibility plays a crucial role in choosing responsible tourism.

Based on the findings of this study, the intention of responsible tourism should be concerned with responsible tourism practices and attitudes that significantly influence tourist behaviour, a similar finding to previous studies (Chao, 2012; López-Mosquera, et al., 2014; Panwanitdumrong and Cheng, 2021; Wang, et al., 2018; Zhao, et al., 2018). The study provides several practical implications for tourism stakeholders in the context of responsible tourism. To encourage responsible tourism, local governments and communities must foster tourists' attitudes, intentions, and behaviours toward responsible tourism, as tourist responsibility has a significant influence on tourism. Local governments and communities should promote responsible tourism through travel brochures, the Internet, and social media.

Developing responsible tourism may require tourism practitioners and host communities to encourage tourists to perceive responsible tourism positively. Therefore, local governments and host communities can develop educational programs which raise tourists' awareness of the importance of responsible tourism to the region's economies, socio-cultural life, and the environment. Organizing a variety of responsible tourism tours will inspire tourists to travel responsibly by incorporating many activities that involve tourist involvement. Tour operators must protect and improve the environment on a package holiday because environmental responsibility is one of the most significant factors in tourists participating in responsible tourism tours.

The research was limited to the following: First of all, the sample size was small in comparison to Vietnamese subscribers. Therefore, it would be interesting if a larger sample could be used for testing the model's validity and reliability. Secondly, only the opinions of tourists who travelled to Thua Thien Hue, Vietnam were included in the study. As a result, the authors are looking forward to seeing a future study that takes a mixed approach both from the supply and demand side. Lastly, the study may have overlooked other aspects of responsible tourism practices, thus calling on scholars to find other variables relevant to responsible tourism practices.

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