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Ph.D Thesis

**Determinants of Sustainable Tourist Behaviour.
The Case of Australia, Indonesia and Poland**

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Keep smelling the roses, and blowing the candles.

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Introduction

Global international tourist arrivals during the global shutdown of 2020, saw a drop to 407 million arrivals (www.statista.com). Numbers similar to three decades prior in 1989. As of Sept 2024, however, the international tourist arrivals have seen an acceleration of 98% pre-pandemic levels. The world has recovered in four years what took over 30 years to reach. The tourism industry worldwide has been awoken from its slumber.

The urgency to create sustainable tourism should be more so now than ever before. However, sustainable tourism is a contested concept with multiple definitions, interpretations, and applications that can lead to confusion, inconsistency, and ambiguity in sustainable tourism practices with different stakeholders prioritizing different sustainability goals and outcomes in addition to the difficulty of measuring sustainability itself (Weaver, 2006; Holden, 2013; Torres-Delgado and López Palomeque, 2018). The constant transformations and challenges in destinations create challenges to establish a standard that offer tangible advantages for tourism professionals, improve the welfare of host communities, and provide high-quality services for visitors (Gkoumas, 2019). Nonetheless, effective cooperation among tourism stakeholders is essential for the successful implementation of sustainable tourism practices, ensuring that economic, social, and environmental sustainability are balanced for the benefits of all involved parties. Governments and regulatory bodies implement proper strategies to achieve sustainable tourism should be in place. Tourism industry alongside its employees should be well informed, educated and regulated on the components of achieving sustainable tourism within their niches. Local communities should be involved and informed on how to maintain, care and control their surrounding environment to be sustainable. NGOs including environmental and cultural organisations should be able to support, create and implement sustainable destinations. Academic and research institutes should be able to be more proactive in advocating sustainable tourism rather than being reactive to phenomenon in the tourism industry. The most important stakeholder in the tourism sphere, however, is the tourist. Tourists are the driving wheel of the tourism industry, as they are the main reason the industry existed.

As sustainable tourism remains contested, a shift in focus towards sustainable tourist behaviour has become more prominent in recent years. However, defining sustainable behaviour of tourists proves as elusive as defining sustainable tourism. The terminology and definition of sustainable tourist behaviour varies considerably albeit with a common thread of concern for the environment. This study adapted and presented Juvan and Dolnicar's (2016) compilation on the variety of definitions and terminologies on environmentally sustainable tourist behaviour (see Chapter 2, page 42). The compilation of definitions make one of three assumptions: (1) that an individual's pro-environmental values and beliefs are enough to classify them – and consequently their actions – as environmentally sustainable, (2) that their intention to protect the environment alone is sufficient, or (3) that both of these factors are inadequate, with only actual behaviour being relevant, regardless of their values, beliefs, or intentions (Juvan et al., 2016).

This study also referred to the three-pillar framework to assist in analysing sustainable tourist behaviour. Previous studies have suggested that the lack of a single standardized definition on sustainable tourism does not alter the fact that there is a mutual understanding of what it entails, namely that sustainable tourism must balance economic, environmental, and social aims, ensuring high tourist satisfaction and significant consumer experiences (Elmo et al., 2020; Streimikiene et al., 2021). Economic, environmental, and social sustainability became the framework of the three-pillar framework or triple bottom line (Goh et al., 2020; Raza et al., 2021; Schweikert et al., 2018). These three pillars represent the key areas that need to be considered to ensure that tourism development and operations are sustainable for the long term. This study contributes to the modification of the three-pillar framework to indicate the interconnectedness between the pillars from its original Venn diagram model as can be seen in Figure 1.1 (page 10).

Lew (2011) in his commentary had quoted Leiper (2008) that argues tourism industry does not exist. Rather, “tourism is a human behaviour that is supported in part by many other industries” (Lew, 2011, p.5). As the main stakeholder and driver in the tourism industry, tourists must understand the impacts they have on the destinations and the effect of their decisions as tourists for sustainable tourism to be achieved. More so now as increasing tourists

spending in the Travel and Tourism sector was forecasted to reach \$927.30 billion in 2024, with an anticipated growth at an annual rate of 3.47% from 2024 to 2028, leading to an estimated market volume of \$1.063 trillion by 2028 (www.statista.com). Understanding how tourists behave at the destination and their decision-making process as tourists, will assist in implementing the correct approach that will influence sustainable decisions. Therefore, this study aims to investigate the factors that influence sustainable behaviour of tourists.

This study analysed internal and external factors affecting environmentally sustainable behaviour adapted from Joshi and Rahman (2015). Internal factors are factors specifically pertaining to an individual decision maker that typically stem from personal life experiences, and they influence the decision-making process of the individual. These factors are emotions; habits; perceived consumer effectiveness; perceived behavioural control; values and personal norms; trust; knowledge; and other individual variables. External factors are situational factors that can either motivate or deter an individual from making the sustainable decision. External factors for its intended purposes are divided into macro-environment and micro-environment factors. Factors pertaining to macro-environment are political and legal; economic; social; technology. Whereas micro-environment factors are represented by: price; product/service availability; product attributes and quality; store related attributes; brand image; eco-labelling and certification; and other situational variables. Furthermore, this study analyses tourist behaviours in seven tourism domains, namely travel; transportation; accommodation; destinations; tourist attractions; food and beverages; and souvenirs. As to the knowledge of the Author, there has been limited research conducted in seven tourism domains as proposed in this study.

Based on the above explanations, this study poses the following research questions:

- RQ1:** What internal factors (i.e. emotions; habits; perceived consumer effectiveness; perceived behavioural control; values and personal norms; trust; knowledge; and other individual variables) influence sustainable behaviour of tourists in tourism domains?
- RQ2:** What external factors related to macro-environment (i.e., political and legal; economic; social; and technology) influence sustainable behaviour of tourists in tourism domains?

RQ3: What external factors related to micro-environment (i.e., price; product/service availability; product attributes and quality; store related attributes; brand image; eco-labelling and certification; and other situational variables) influence sustainable behaviour of tourists in tourism domains?

The countries selected for this study are Australia, Indonesia and Poland. The country selections are based on the variations between cultural dimensions according to Hofstede's theory (Minkov et al., 2011) as well as availability of contacts and resources for the Author to conduct the study. This study applied qualitative method and conducted in-depth interview on 33 participants through Zoom. The possibility to interview participants from Australia, Indonesia, and Poland present an opportunity for this study to elucidate whether cultural context of Australians, Indonesians, and Polish influence sustainable behaviour at the destination based on Hofstede's cultural dimension theory. Hansen (2024) proposes that social influence, and by extension trust in the social influence, can be explained through Individualism and Power Distance of Hofstede's cultural dimension theory. Manrai et al. (2011) investigated behaviours of USA and Japanese tourists on group tours on their local food and beverages preference through the Individualism and Uncertainty Avoidance dimension. Therefore, this study posed the following research question:

RQ4: How does the country of origin influence the sustainable behaviour of tourists in Australia, Indonesia, and Poland?

This study contributes to understanding of factors determining sustainable behaviour of tourists. The findings indicate that internal factors at national context detected to influence sustainable behaviours of tourists are habit, perceived consumer effectiveness (PCE), and knowledge, and at individual level, emotions (i.e. guilt), personal norms, and PCE were detected. Further findings on macro-environment external factors indicate that social factor was detected at the national level. At the individual level, social factor is again detected as well as political factor. Results on micro-environment show that social norms, brand image (i.e. sustainable attractions), eco-certification, sustainable attributes, and social media are indicated to influence sustainable tourist behaviour in the national context. In the individual context,

price, facilities availability, eco-certification and eco-efforts are indicated to strongly influence certain individuals.

The findings on country of origin influence on sustainable behaviour based on Hofstede's cultural dimension theory is limited based on this study's findings. The most notable tourism domain is the food and beverages domain that can be explained by Individualism and Uncertainty Avoidance dimension. Australians' strong preference for local food can be explained by their high Individualism (73) and mid-range Uncertainty Avoidance (51). As preference in eating local food is a sustainable behaviour that supports local economy, this study suggests that countries with high Individualism value and mid-range Uncertainty Avoidance value may influence sustainable tourist behaviour in food and beverages domain.

The Author proposed a novel approach in identifying sustainable tourist, as a result of challenges in result interpretations. A terminology that distinguishes sustainable tourist into the conscious sustainable tourist and the incidental sustainable tourist. The relevance of this distinction becomes apparent when measuring and identifying the real sustainable behaviour. The incidental sustainable tourist may act sustainably without sustainable intentions underlying the action. Ignoring the real intentions can result in incorrect interpretation and measurements, while inflating results by collectively pooling tourists with pro-environmental values (i.e. the conscious tourist) and those without pro-environmental intentions (i.e. the incidental tourist). Consequently, the appropriate actions and approach to the solution cannot be correctly targeted.

Furthermore, based on the responses of participants across the seven tourism domains, this study questions at what point a tourist is considered a sustainable tourist. Lack of knowledge has been cited and noted as the reason for the discrepancies in one's sustainable behaviour across the seven domains. The Author suggests that these discrepancies can be explained by further studying the incidental sustainable tourist behaviour. Understanding these discrepancies also assist in achieving sustainable tourism with the onus on tourism management and local governments to create sustainable options across all tourism domains in order for tourists to make decisions based on sustainable options alone.

In Chapter 1, sustainable tourism is defined as well as the three-pillar framework. Chapter 2 presents literature reviews on sustainable tourist behaviour, followed by the conceptual framework and research questions. Chapter 3 covers the methodology and data analysis of this study. Results of the in-depth interview is presented in Chapter 4, followed by discussion in Chapter 5 and conclusion in Chapter 6. Appendices is also included on the results of the interview, interview question and the codebook.

1. Sustainable Tourism

1.1 Definition of Sustainable Tourism

The term Sustainable Tourism came into the foray after the publication of The Bruntland Report in 1987 where it first introduced the concept of sustainable development (Serrano et al., 2019). Since then on the term sustainable was attached to other academic fields and industries, such as sustainable tourism, sustainable environment, sustainable energy and so on.

In 1988, the World Tourism Organization (later became UNWTO in 2003 and became UN Tourism in 2023) made its first attempt to define sustainable tourism during the ‘Tourism – a vital force for peace’ conference in Vancouver, British Columbia (Brych et al., 2020; Goldner, 1989). During this time, the World Tourism Organization (WTO) offered the definition of sustainable tourism as: Tourism that satisfies present needs of the tourists and destinations by protecting and increasing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (Hulevskaya, 2007; Ministry of Tourism, 2020). This long definition has since been modified into more direct and shorter definition, however, it is unclear when this took place. On the official website of the now UN Tourism (2024), sustainable tourism is currently defined as tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

Throughout the years since the induction of sustainable tourism, many international organisations have stipulated their own adaptation of the initial definition of 1988. A short compilation of definitions on sustainable tourism by international organisations throughout the years is presented in Table 1 below.

Table 1. Definitions of Sustainable Tourism throughout the years

Defined by	Year	Define sustainable tourism as	Source
The Bruntland Report	1987	“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”	(Bruntland, 1987)
World Tourism Organization	1988	“tourism that satisfies present needs of the tourists and destinations by protecting and increasing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems”	(Goldner, 1989)
The Agenda 21 for Travel and Tourism	1992	“tourism that contributes to sustainable development by balancing economic, social, and environmental impacts, and by respecting the cultural integrity, diversity, and heritage of the destinations.”	(United Nations Sustainable Development, 1992)
The Cape Town Declaration on Responsible Tourism	2002	“tourism that minimizes negative economic, environmental, and social impacts, generates greater economic benefits for local people and enhances the well-being of host communities.”	(Goodwin, 2002)
UNWTO	2005	“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”	(UNEP & UNWTO, 2005)
ILO	2010	“composed of three pillars: social justice, economic development, and environmental integrity. It is committed to the enhancement of local prosperity by maximizing the contribution of tourism to the destination’s economic prosperity, including the amount of visitor spending that is retained locally. It should generate income and decent employment for workers without affecting the environment and culture of the tourists’ destination and ensures the viability and competitiveness of destinations and enterprises to enable them to continue to prosper and deliver benefits in the long term”	(ILO, 2011)
The Global Sustainable Tourism Criteria	2013	“tourism that maximizes the positive economic, social, and environmental impacts while minimising the negative impacts.”	(GSTC, 2013)
The Global Tourism Plastics Initiative	2020	“tourism that eliminates unnecessary plastic use, reduces plastic consumption, and ensures that plastic products are designed for reuse, recycling or composting.”	(UNEP & UNWTO, 2020)

Source: Author compilation

There is a lack of consensus and cohesion on the definition of sustainable tourism as can be seen in the table above. The critics believe that the overarching, all encompassing, umbrella definition of sustainable tourism presents issues not only theoretically but as well as with its practical implementation. There is significant frustration among scholars regarding the vague conceptual foundation of sustainability in tourism and the difficulty of implementing sustainable practices (Saarinen, 2014, 2015). According to Niavis et.al (2019), the lack of clear definition on sustainable tourism exposes it for different interpretations due to its broad nature. Other researchers voice similar concerns. Sustainable tourism is a contested concept with multiple definitions, interpretations, and applications that can lead to confusion, inconsistency, and ambiguity in sustainable tourism practices with different stakeholders prioritizing different sustainability goals and outcomes in addition to the difficulty of measuring sustainability itself (Weaver, 2006; Holden, 2013; Torres-Delgado and López Palomeque, 2018). The constant transformations and challenges of destinations create challenges to establish a standard that offer tangible advantages for tourism professionals, improve the welfare of host communities, and provide high-quality services for visitors (Gkoumas, 2019).

Critics on Sustainable Tourism Definition

The concept of sustainable tourism has been widely discussed and critiqued in academic literature since its conception. Several key criticisms have emerged, highlighting the complexities and challenges associated with defining and operationalizing sustainable tourism:

1. Lack of clear definitions and practical implementation: This vagueness complicates the establishment of specific goals and the accurate measurement of progress (Bramwell et al., 2017). As a result, the term is frequently misused to advocate for continuous economic growth rather than genuine ecological and social sustainability. For example, expressions like "sustainable growth" and "sustainable development" are employed to suggest perpetual growth, which contradicts the limited nature of ecological sustainability (Torkington et al., 2020).
2. Challenges in measuring sustainability: Measuring sustainability in tourism is inherently challenging due to the complex and multifaceted nature of tourism activities. This

challenge is compounded by the ability to generate data from a destination that is often greatly restricted and relies heavily on its available human and financial resources (Miller et al., 2023). Furthermore, measuring social sustainability in tourism sector involves assessing various social goals such as working conditions, health and safety, and gender equality that faces significant challenges in achieving decent work due to issues like low wages and gender discrimination (Santos, 2023). Nonetheless, Pimentel de Oliveira et al. (2023) stipulate that synthetic indicator (SI) can effectively measure sustainability of tourist destinations, identify priorities for improvement and involve local residents in tourism policy development.

3. Incompatibility of growth and sustainability: Tourism's addiction to growth is fundamentally incompatible with sustainability goals, as it often exceeds ecological and social limits (Higgins-Desbiolles, 2018; Saarinen, 2014, 2015). The expansion of tourism typically leads to environmental deterioration, highlighting the high environmental cost relative to its benefits (Pulido-Fernández et al., 2019). Furthermore, despite decades of discussion, tourism policies and practices continue to prioritize economic growth, often at the expense of ecological and social sustainability (Higgins-Desbiolles, 2018; Torkington et al., 2020). This growth fetish undermines efforts to achieve truly sustainable tourism and necessitates a paradigm shift towards sufficiency and balanced development (Higgins-Desbiolles, 2018).
4. Failure to address structural issues: The implementation of sustainable tourism lacks critical consciousness and understanding of the structural contexts of poverty and under-development according to Boluk et al. (2019). This inhibits progress towards more sustainable, equitable, and just futures. Addressing poverty through tourism requires a multidimensional approach that goes beyond economic growth to include socio-political aspects and structural inequalities (Boluk et al., 2019; Scheyvens et al., 2019). Sustainable tourism must consider the broader political economy, including access to resources, market participation, and fair trade practices (Jänis, 2014).
5. Overlooked sustainability topics: Li et al. (2024) claim that key sustainability topics such as waste classification, recycling, and sustainable design, are often overlooked in sustainable tourism implementation in the context of tourist behaviour.

6. Lack of attention to governance: Studies on sustainable tourism indicators (STIs) reveal that governance is a frequently neglected dimension, with more focus typically placed on economic growth, social inclusion, and environmental protection (Rasoolimanesh et al., 2023).
7. Challenges in balancing competitiveness and sustainability: Aligning sustainability with competitiveness presents substantial challenges, such as shifting consumer behaviour, adopting new technologies, and managing the effects of pandemics like COVID-19 (Camisón, 2020; Streimikiene et al., 2021). The tourism industry struggles to balance sustainability, responsibility, and competitiveness, often hindered by diverse management practices and inconsistent impacts on the triple bottom-line (people, profit, planet) (Camisón, 2020). While new technologies can positively impact the environment and local communities, there are challenges in changing consumer behaviour towards more sustainable practices (Streimikiene et al., 2021).

These critiques highlight the complexities and challenges in defining and implementing sustainable tourism. While the concept of sustainable tourism holds significant promise, its practical application is fraught with challenges. Addressing these issues requires a multi-dimensional approach that considers economic, social, and environmental factors, as well as the involvement of diverse stakeholders.

1.2 Three Pillars of Sustainable Tourism

In the absence of clear definition on sustainable tourism and the abundance of critiques and challenges attach to it, Garrod et.al (1998) remind academicians to move on from attempting to define sustainable tourism and instead consider how to implement it. The lack of a single standardized definition does not alter the fact that there is a mutual understanding of what sustainable tourism entails, namely that sustainable tourism must balance environmental, economic, and social aims, ensuring high tourist satisfaction and significant consumer experiences (Elmo et al., 2020; Streimikiene et al., 2021). Cervený (2022) concurs that a common goal of promoting tourism development and operations must be economically, socially, and environmentally sustainable. Economic, environmental, and social sustainability

became the framework of the three-pillar framework or triple bottom line (Goh et al., 2020; Raza et al., 2021; Schweikert et al., 2018). These three pillars represent the key areas that need to be considered to ensure that tourism development and operations are achievable and sustainable in the long term.

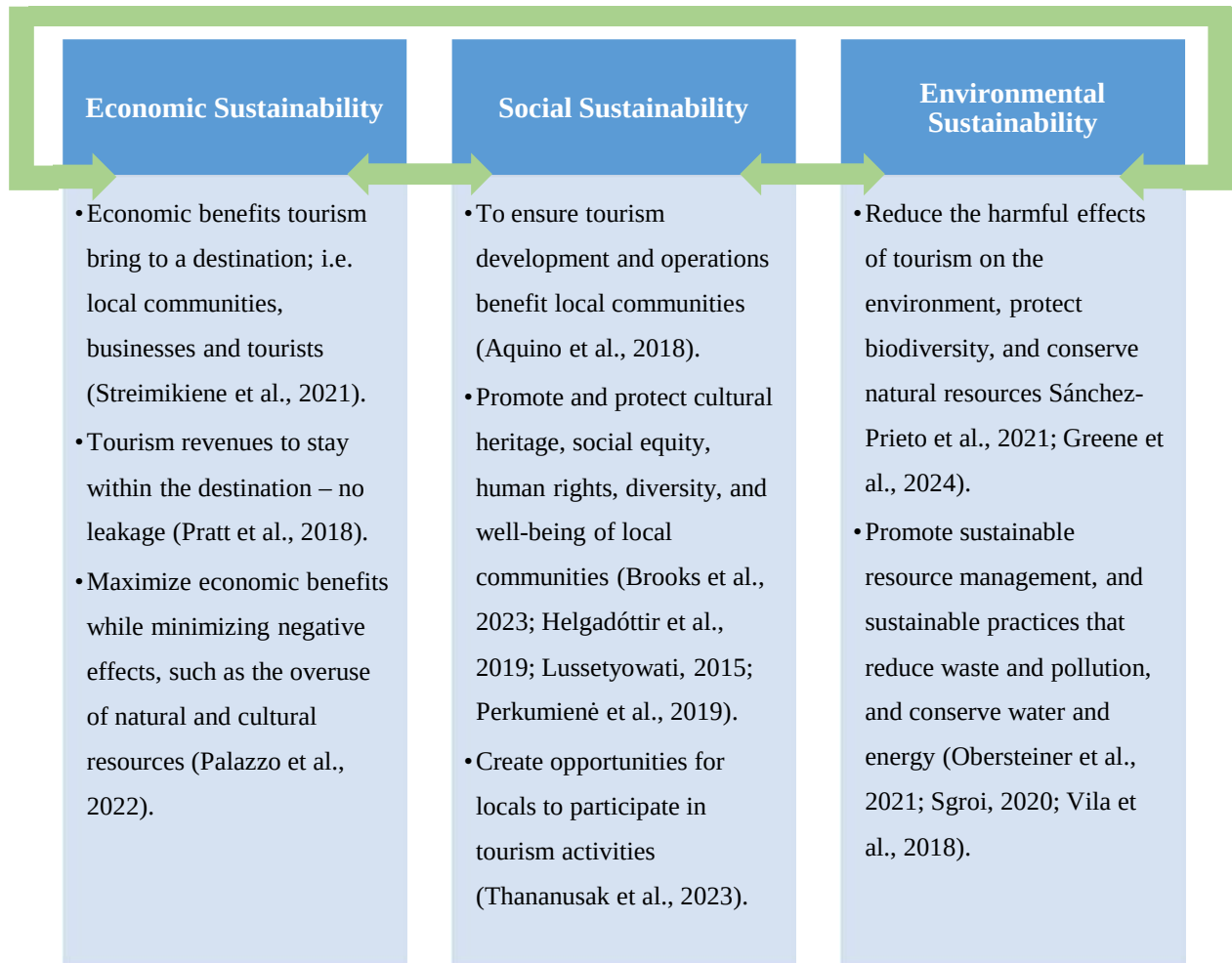
According to Purvis et al. (2019), there is no single point of origin of the three-pillar conception, but rather a gradual emergence from various critiques in the early academic literature. The sustainability concept was initially introduced by Barbier in 1987 in the form of Venn diagram, however, the three-pillar framework itself predates this (Purvis et al., 2019). The concept emerged prominently from the 1992 United Nations Earth Summit (the United Nations Conference on Environment and Development, or UNCED) held in Rio de Janeiro, Brazil. The summit resulted in the adoption of Agenda 21, a comprehensive plan of action for sustainable development. The three-pillar framework of sustainability, which includes social, economic, and environmental aspects, is a broadly recognized framework for promoting sustainable development (Echebarria et al., 2018).

In order for the three-pillar framework to be implemented, a framework of measurements and barometers have to be established. Measuring sustainable tourism involves a multifaceted approach that includes the use of big data (Pérez et al., 2019); comprehensive and validated indicators such as Sustainable Tourism Indicators (STIs) and Integrated Sustainability Indicators (ISIT) (Asmelash et al., 2019; Kristjánsdóttir et al., 2018; Rasoolimanesh et al., 2023); local-level analysis (Alfaro Navarro et al., 2020; Pimentel de Oliveira et al., 2023); and dynamic and composite indicators such as the Differential Dynamic Index (DDI) and Synthetic indicators (SI) (Blancas et al., 2018; Pimentel de Oliveira et al., 2023). Dwyer (2005) asserts that the most thorough approach to achieving sustainable operations is the Triple Bottom Line (TBL) approach. Although M.-L. Tseng et al. (2020) also contend that TBL approach is comprehensive in tackling the issues of sustainability some aspects still require reinforcements. According to Slaper (2011), there is no single, standardized method for calculating TBL, nor is there a universally accepted standard for the metrics within each of the three TBL categories. This flexibility can be seen as an advantage, as it enables users to tailor the framework to suit the specific needs of different organizations (whether businesses or non-profits), various

projects or policies (such as infrastructure investments or educational programs), and distinct geographic areas (like a city, region, or country). At the same time, the lack of uniformity in the indicators causes comparability and engagement issues (Miller et al., 2023).

Although the three-pillar framework is a widely-accepted framework for establishing sustainability, the indicators differ across the board (Slaper, 2011). In Figure 1.1 below, this study attempts to present a general description for each pillars based on literature review. Notice that the typically used Venn diagram of three intercepting circles and literal ‘pillars’ to describe sustainability was not operationalised as it often lacks the rigorous logical characteristics typically linked to such a structure (Purvis et al., 2019). Thompson (2017) suggests that much of the discussion around sustainability is often structured around the three-circle model without sufficient critical analysis of how well this framework contributes to a deeper and more comprehensive understanding of sustainability. Therefore, this study contributes to the modification of the three-pillar framework to indicate the interconnectedness between the pillars as can be seen in Figure 1.1 below.

Figure 1. Three-pillar framework of sustainable tourism



Source: Author compilation

The three-pillar framework includes:

1. **Economic Sustainability:** This pillar refers to the economic benefits that tourism brings to a destination. This involves creating economic benefits for all stakeholders involved in the tourism industry, including local communities, businesses, and tourists. Economic sustainability focuses on creating economic opportunities for local communities, ensuring that tourism revenues stay within the destination, and promoting sustainable business practices (Pratt et al., 2018; Streimikiene et al., 2021). Economic sustainability includes maximizing the economic benefits of tourism while minimizing its negative impacts, such as the exploitation of natural and cultural resources (Palazzo et al., 2022).

2. **Social Sustainability:** This pillar focuses on the social impacts of tourism on local communities. Social sustainability aims to ensure that tourism development and operations benefit the host communities (Aquino et al., 2018), promote cultural heritage and diversity (Brooks et al., 2023; Lusetyowati, 2015), and respect the rights of local people (Helgadóttir et al., 2019; Perkumienė et al., 2019). Social sustainability includes creating opportunities for local people to participate in tourism activities, protecting cultural heritage, and promoting social justice and human rights (Thananusak et al., 2023).
3. **Environmental Sustainability:** This pillar refers to the environmental impacts of tourism on a destination. Environmental sustainability aims to minimize the negative impacts of tourism on the natural environment (Sánchez-Prieto et al., 2021), preserve biodiversity and natural resources (Greene et al., 2024), and promote sustainable practices that reduce waste and pollution, such as reducing greenhouse gas emissions (Obersteiner et al., 2021), conserving water and energy (Vila et al., 2018), and promoting sustainable resources management (Sgroi, 2020).

Following the critiques of sustainable tourism on its lack of cohesion and the request to focus on its implementation instead, Purvis et al. (2019) postulate that three-pillar framework with its absence of a robust theoretical framework hinders efforts to develop a rigorously defined and operationalized concept of "sustainability."

According to Torkington et al. (2020), European tourism policy documents use the term 'sustainable' to suggest continued growth, while promoting economic goals and ignoring the finite limits of ecological and societal sustainability. On the other hand, local governments in Poland consider sustainable development in tourism-related programs, however, face challenges in knowledge exchange and conflict resolution with the local communities (Kapera, 2018). Phoochinda (2018) stipulates that the government of Thailand has formulated policies to promote and support tourism based on Green Economy concept with the involvement of local communities and tour operators, however warns that good management is crucial for ensuring sustainable tourism and reducing environmental destruction.

In short, the three-pillar framework must be executed as a unison in order to achieve sustainable tourism. Sustainable tourism policies should be strategically applied to address global environmental and sustainable development issues. These policies need to balance all three pillars of sustainability—economic, social, and environmental—rather than focusing solely on economic growth (Arbolino et al., 2021; Y. Guo et al., 2019). One pillar should not be viewed as more important than the other pillars. At the same time, execution of only one or two pillars alone should not be expected to somehow fulfil the other pillars without providing equal attention. As Hadi et al. (2021) remind the detrimental effect of outdated tourism management concept in Indonesia has on the long-term sustainability of Indonesia's tourism industry, as it emphasizes the extensive exploitation of resources for immediate economic gains rather than optimizing them for the future.

1.3 Implementation of Sustainable Tourism

Sustainable tourism viewed as a concept opens up opportunities for stakeholders to carve a niche within the tourism industry (Kiper, 2013) and present it as sustainable tourism rather than striving for all types of tourism to be sustainable (Björk, 2000; Clarke, 2002). This is in contrast with the statement by UNEP and UNWTO (2005) that proclaim, “*sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable*” (pg. 2).

Nevertheless, in its implementation, sustainable tourism is interpreted as specific forms of tourism destinations in contrary to UNEP and UNWTO's (2005) intentions. According to Haid et al. (2021), the implementation and promotion of sustainable tourism at a destination by destination management relies on two factors: (a) which projects and actions are defined as sustainable (Albrecht et al., 2021), and (b) the methods used for their implementation. Challenges in implementing sustainable strategies, projects and plans are more often caused by a lack of management experience, lack of control and leadership by the executors (Haid et al., 2021). Therefore, sustainable tourism in practical terms is implemented in more manageable projects and actions. Below are several types of tourism destinations that have been built and

are considered to embody the economic, social and environment aspects of sustainable tourism and their interpretations.

1. **Ecotourism and Green Tourism:** Concentrates on reducing environmental impact while supporting conservation efforts. This encompasses activities such as observing wildlife, exploring natural landscapes, and utilizing eco-friendly lodging options (Pavlidis et al., 2022; M. L. Tseng et al., 2019). Ecotourism provides an alternative income source for local communities, often in rural or remote areas, enhancing economic opportunities and supporting livelihoods (M. Kim et al., 2019).
2. **Rural and Community-Based Tourism:** Focuses on engaging local communities in tourism endeavors to ensure economic benefits remain within the area and cultural heritage are upheld (Brooks et al., 2023). This category includes experiences like farm stays, cultural immersions, and initiatives managed by community members (Mateoc-Sîrb et al., 2022; Soloviy et al., 2023).
3. **Cultural and Educational Tourism:** Aims to deepen appreciation and knowledge of local histories and cultures through activities such as visiting museums, touring historical landmarks, and participating in cultural festivals (Soloviy et al., 2023).
4. **Health and Wellness Tourism:** Promotes physical and mental well-being through practices like spa treatments, yoga retreats, and health-focused travel. This form often leverages natural resources and incorporates traditional healing methods (Soloviy et al., 2023).
5. **Adventure and Sports Tourism:** Involves engaging in physically active and environmentally conscious pursuits like hiking, mountain climbing, and various water sports, all designed to minimize ecological disturbance (Björk, 2000; Soloviy et al., 2023).
6. **Protected Area Tourism:** Entails visiting national parks, wildlife sanctuaries, and other conserved regions with the goal of supporting preservation efforts and fostering environmental education (Mateoc-Sîrb et al., 2022).

In essence, applying the concept of sustainable tourism into specific types of tourism destination is not necessarily damaging. However, the belief that sustainable tourism is only attainable within those specific tourism destinations is detrimental to achieving the intended

sustainable tourism, which is all tourism should be more sustainable (UNEP and UNWTO, 2005).

1.4 Key Stakeholders of Sustainable Tourism

Sustainable tourism as a concept that is influenced by social context, and meeting its goals requires identifying stakeholders and fulfilling their subjective needs. The knowledge-based approach to tourism, proposed by Jafari (1990), is reflected in integrated approaches to sustainable tourism that have been advocated by Butler (1999) and Bramwell (2017). These authors contend that sustainable tourism can only be realized if all stakeholders impacted by tourism are consulted, including representatives from environmental, economic development, local community, and cultural sectors.

Stakeholders responsible for sustainable tourism are individuals, groups, and/or organizations that have an interest in, responsible for or are affected by the development and operation of tourism activities (Font et al., 2018; Vrontis et al., 2022). This study identifies the key stakeholders into nine groups, namely Tourists, Local Communities, Governments and Regulatory Bodies, Tourism Sector, Non-Governmental Organizations (NGOs) and Intergovernmental Organizations, Cultural Entities, Academic and Research Institutions, Employees in the Tourism Sector, and Investors and Financiers. Description of these key stakeholders are presented below by identifying the involvement of each stakeholder in achieving the concept of sustainable tourism. Further analysis on tourists as the main stakeholder will be delved further in the following chapter.

1.4.1 Tourists

Tourists are important stakeholders as their choices and behaviors can significantly affect a destination. According to Joo (2019), establishing emotional bonds with a destination can positively affect tourists' perceptions of the destination. Understanding why people travel in the first place is also paramount to a destination. Motivation, according to Song (2018), influences “destination choice, perceived benefits, satisfaction, and on-site experiences in tourism”. However, the need is the underlying factor resulting in motivation and action (Tasci

et al., 2017). Fletcher (2014) tells a story from his adventures with white water rafting across South America that the typical white-collar tourists that visit these eco-tourism/ adventure tourism are searching for the “transcendent wilderness experience” that are in contrast to their everyday life. Whether tourists’ needs and motivations to travel are to seek contrast or similarity to their daily lives, the way they behave at the destination may determine the sustainability of the place.

Green products often have higher prices due to the additional costs associated with their production and the strategic pricing decisions made by manufacturers (Jamali et al., 2018). Unless there are clear and enforced regulations for an industry to be eco-friendly or sustainable (Aall et al., 2015), most commercial industries opt out of producing or establishing eco-friendly products and services in the fear of lower profits due to higher costs associated with sustainability and of competing with cheaper less or non-sustainable products and services. However, Nickerson (2016) refutes this claim by revealing that tourists with high sustainable behaviour spends more at destinations compare to tourists with less sustainable behaviours. Shah et al. (2022) further confirm that consumers, especially those with higher green consciousness, are willing to pay more for eco-friendly products compared to non-eco-friendly ones especially among Gen Z (Ewe et al., 2023).

Most literature on sustainable tourist destinations focused on supply-based perspective (Aydın et al., 2020). Many discussed what features are needed in order to create a sustainable destination. However, tourists may not have direct experience on the sustainable features implemented at the destinations, as many are not directly feasible (Aydın et al., 2020). Kastenholz et al. (2018) suggest targeting tourists that potentially contribute significantly to a destination’s sustainability through tourist segmentation based on their sustainable travel behaviours. More sustainable behaviours can be expected from tourists that exhibit greater emphasis on environmental and cultural heritage (Kastenholz et al., 2018). Wang (2021) went further by discussing incentive measures to persuade more sustainable behaviour from tourists. Wang (2021) concludes that incentive measures on waste reduction do not have a significant direct impact on tourists' intentions to reduce waste, but they do significantly influence tourists' attitudes toward waste reduction. A study conducted by Penz (2017) stipulates the importance

of building awareness of eco-labels among tourists that are found to influence their decision-making process and preference for certified tour operators.

While this paper does not delve into the impact of climate change on the tourism industry, it is crucial to thoroughly examine tourist behaviour in order to understand efforts to mitigate climate change and promote sustainable tourism. Scott (2021) imbued for tourism stakeholders and sustainability communities to take hold of “the future of tourism in a decarbonized and post +3°C world, for there can be no sustainable tourism if we fail on climate change” (pg. 4). Concern for carbon footprints created during travel is an emotion that may influence decision-making process of a tourist.

1.4.2 Local Communities

The residents of the destination area are crucial stakeholders. Their support and involvement are vital for the success of sustainable tourism initiatives. Local communities' participation in decision-making and empowerment significantly affects the sustainability of rural tourism development (Cheng et al., 2019; Fong et al., 2015). They may benefit from economic opportunities, cultural exchange, and community development associated with tourism. According to Roberts (2011), the reasoning behind involving residents is to reduce the negative social impacts of tourism development, enhance community support for tourism projects, and ensure that the host community can gain the maximum benefits from the industry. Furthermore, community participation in tourism is crucial, but success depends on clear objectives, sustained interest, and institutional support. As Idziak et al. (2015) suggest community-created tourism models, such as thematic villages, with intensive local involvement can lead to sustainable tourism development.

Local communities under sustainable tourism tend to be narrowly defined in practice as small communities residing in or around an eco-tourism destination. Many researchers have conducted their investigation into the involvement of local communities in this narrowly defined concept (Lee et al., 2019; Muganda et al., 2013). Lee (2019) suggested that nature-based tourism are more sustainable with community-based involvement in each of the economic, socio-cultural and environmental tourism sustainability development. As with local

communities in Tanzania, according to Muganda (2013), where they seek participation in tourism policy formulation and development decisions to safeguard their interests and enhance transparency and accountability in the decision-making process.

Albeit there is a universal understanding among researchers and other key stakeholders that community involvement in sustainable tourism development projects is key to achieve sustainability (Idziak et al., 2015; Manaf et al., 2018), the implementation is less seldom and involves a myriad of issues. Barriers to attaining sustainable tourism with community involvement are lack of knowledge, institutional structures, practical experience, strategic orientation, as well as a narrow vision, self-interest, conflict over resource ownership, financial issues, and security related concerns (Idziak et al., 2015; Hatipoglu et al., 2016; Lindstrom and Larson, 2016; Lo and Janta, 2020). Idziak further explains that community involvement with narrow vision is susceptible to hampering effective adaptation of local resources to market needs.

Balancing power relation between local communities and other stakeholders is pertinent in ensuring community voices are taken into consideration (Dong et al., 2023; Roxas et al., 2020). Manaf et al. (2018) recommend fostering strong intra- and extra-community interactions, open communication, and active participation to enhance community agency, which is essential for adaptive capacity and sustainable practices. Idziak et al. (2015) also warn that effective knowledge sharing build on good relationships among stakeholders including expert external assistance with the local communities is pertinent to develop sustainable tourism. Responsible tourism practices for visiting tourists to abide by whilst at the destination are also crucial for the local communities to promote and implement in order to achieve sustainable tourism (Cheng et al., 2019; Liyani et al., 2022). Cheng et al. (2019) recommend public hearings and community events to encourage community participation to influence their attitude and pro-environmental behaviour.

1.4.3 Government and Regulatory Bodies

Government agencies play a key role in regulating and managing tourism. They can implement policies, regulations, and incentives that promote sustainable practices, protect

natural resources, and ensure the well-being of local communities (Kapera, 2018; P. K. Mohanty et al., 2021; Pham et al., 2024; Samnakay, 2021).

In 2015, the Indonesian Government has initiated the development and promotion of ten new tourism destinations beyond Bali across the archipelago. The initiative is called Super Priority Destinations or *Destinasi Super Prioritas* (DSP) aimed to distribute tourism benefits more evenly across different regions of Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif, n.d). This initiative encourages FDIs to invest in the development by lowering the requirements and increase benefits for these investors (Fasa et al., 2023). However, according to Hengky et al. (2021), the current development of one of the DSP in Bangka Belitung have shown environmental degradation as the interests of economic development and local communities are not in line with environmental protection actions. An OECD Report warns (Ollivaud et al., 2019) the Indonesian government to have “better planning and co-ordination at all levels of government and across relevant policy areas (to) facilitate more sustainable tourism development”. Furthermore, Buckley (2012) emphasizes the strong need for regulations rather than continuous development based on market measures to improve sustainability in the tourism industry.

Governments should pay attention to economic leakages in tourism, as they obstruct economic development and are crucial for establishing resilience and self-sufficiency (Chaitanya et al., 2024). Chaitanya et al. (2024) also detail the main cause of economic leakages at tourism destinations are due to the import of goods and services, expatriation of profits by foreign owners, and recruitment of foreign employees in local tourism businesses. A study by UNEP cited in Chaitanya et al. (2024) indicate the rate of leakage experienced in developing and less-developed countries is approximately 50-60 per cent in comparison to developed countries of 10-20 per cent. Wiranatha et al. (2017) expose the highest percentage of leakage in Bali of 55.31 per cent is found in 4 to 5 star international chain hotels with an average leakage across all types of accommodation amounts to 19.48 per cent. Another well-known small island destination in Indonesia, Gili Trawangan, also face disproportionate leakage with many of its resident business owners are merely business partners in legal terms only as a front for the real owners who are foreign citizens (Partelow et al., 2023). As

Indonesian Government is moving to attract more foreign investors into its tourism industry vis-à-vis accommodations and service industry, higher leakages in the industry minimize benefits derived from tourism at the detriment of local economy especially for small islands with high levels of foreign ownerships in the tourism industry (B. Walker et al., 2021).

In spite of numerous efforts to understand the effects of tourism and its connection to challenges in sustainable development, there remains a scarcity of global instances displaying strategies for the sustainable development of tourist destinations (Lopes et al., 2020). It underscores the imperative for more well-rounded policies and actions capable of genuinely fostering sustainable tourism destinations. A comprehensive study by Nguyen et.al (2021) documents that institutions, especially regulatory quality, government effectiveness, control of corruption, and rule of law, act as protecting factors of environmental sustainability. However, Nguyen et al. (2021) also found that the adverse effects of tourism may be intensified by well-functioning institutions. This presents a significant dilemma. This suggests that existing institutional policies tend to lean more towards promoting economic activities and less towards environmental conservation. This poses a critical challenge in institutional frameworks worldwide, where the emphasis on economic development might take precedence over environmental sustainability.

1.4.4 Tourism Sector

Businesses involved in the tourism sector, such as hotels, tour operators, airlines, and transportation services, are stakeholders. The industry can adopt sustainable practices in their operations, promote responsible tourism, and contribute to community development. The tourism industry is also highly interdependent with its supporting sectors, such as agriculture and finance. This creates revenue sharing with the other sectors as well as an important indirect impact due to its multiplier effect (Secretariat of Committee on Environmental Policy, 2022). Furthermore, procuring sustainable tourism supply chain is critical in transforming sustainable development in the tourism industry (Gruchmann et al., 2022).

There are many ways tourism industry can practice sustainability. From utilising environmentally friendly technologies (Buhalis, 2020; Gössling, 2017), adapting eco-friendly

certifications (Jarvis et al., 2010; Mutana et al., 2017), implementing proper waste management system (Buckley, 2012)(Buckley, 2012), energy saving measures (Beccali et al., 2009), and reducing carbon emissions (Ke et al., 2012). However, these measures are not without costs and risks. Common barriers for tourism industry to adapt sustainable measures are initial implementation costs, maintenance costs, membership fees for eco-certifications, and lack of financial assistance (Orr et al., 2019). Furthermore, Mohanty et al. (2021) elucidate the criticisms for mega-events in tourism for not addressing difficult questions like fiscal reforms, global power structures, injustice, inequality, and environmental degradation. These events are also seen as vulnerable to crises like the COVID-19 pandemic, which challenges their sustainability (P. Mohanty et al., 2021).

Penz (2017) argues that by implementing labelling in the tourism industry that promotes sustainability, such as eco-friendly products and sustainable services, will “increase awareness about sustainability among travellers and subsequently increase sustainable travel behaviour”. Arguably raising awareness is not as simple as slapping on a logo. Many researches have focused on the marketing of green or eco-friendly hotels as well as sustainable or eco-tourism destinations. However, Tölkes (2018) claims that “sustainability messages have not been as effective as they could be” and blames the lack of positive consumer reactions on the lack of understanding on personal communication channels and message factors. Nonetheless, many tourism providers have jumped on the bandwagon of claiming sustainable practices in the hope to lure in more conscientious tourists. Whether proclamation of sustainable products and services in the tourism industry through green marketing and implementation of environmentally friendly technologies will attract more tourists and consequently shape sustainable behaviour, remains to be seen.

1.4.5 Non-Governmental Organizations (NGOs) and Intergovernmental Organizations

NGOs often work to advocate for sustainable tourism practices, support local communities, and protect the environment in their effort to contribute to poverty elimination (Asogwa et al., 2021; Hoque et al., 2022). They may collaborate with governments, businesses, and communities to promote responsible tourism. NGOs may also work to offer financial and non-

financial contributions to local communities (Hoque et al., 2022; Partelow et al., 2023; Reichenberger, 2023).

Since the beginning of the 21st century, many NGOs from developed countries collaborate with NGOs from developing and less developed countries in order to participate in social and cultural development as well as environmental protection while ensuring community involvement and ascertaining benefits for the local communities. The United Nations International Year of Ecotourism in 2002 is considered as the most important example of ecotourism advocacy in the NGO sector (Smith, 2008). This collaboration aims to fulfil the United Nations' Millennium Development Goals by fostering locally driven initiatives to address poverty. Smith (2008) mentioned several well-known NGOs advocating for ecotourism integrated conservation and development projects (ICDP) such as the World Wildlife Fund, Conservation International, SNV (the Dutch-based independent development agency) and Tourism Concern (the UK-based community tourism campaigning organisation).

The types of work that tourism-oriented NGOs are involved in are, among others, educational and advocacy organizations, "voluntourism" organizations, tour company foundations, touristic securitization, promoting geological heritage conservation through education, interpretation and community advancement (Becklake, 2020). These activities are intended to contribute effectively to poverty reduction in developing countries through sustainable tourism.

There are also instances where NGOs are in contradiction with local governments. According to Becklake (2020), NGOs in La Antigua Guatemala help make Western tourists feel safe and keep them from harm while visiting through touristic securitization. At the same time, the NGOs also promote risky discourse by providing truer representations of Guatemala and share stories of poverty, and sometimes violence, with potential and actual tourists. This is in opposition to the discourse set by the local government that has the tendency to hide "bad parts" and "normalise violence" (Becklake, 2014).

NGOs focusing on environmental protection, or environmental groups, in a tourism destination are also often criticised for carrying out conservation projects that prioritises nature

over the needs of local communities (Smith, 2008)(Smith, 2008). However, the rise of geotourism as a sub-sector of nature-based tourism around the globe increase the need for protection of the Geo-sites/Geo-parks. Therefore, NGOs as well as Intergovernmental organisations, such as UNESCO, that focus on the environment are involved by promoting geological heritage conservation through education, interpretation and community advancement (Newsome et al., 2010; Sumanapala et al., 2020). It is pertinent for visitors to understand how to behave in sensitive Geo-sites in order to maintain the protected area as the negative environmental impacts of tourism have not decreased or even remained stable since the concept gained popularity in the 1990s (Hall, 2016).

1.4.6 Cultural Entities

Entities dedicated to preserving and promoting local cultures and heritage have a stake in sustainable tourism (Chong et al., 2019). They work to ensure that tourism activities respect and contribute to the preservation of cultural identity.

Countless ethnic groups around the world promote their own culture, heritage and territory to maintain control and achieve sustainable development through indigenous tourism (Pendell et al., 2020; Swain, 1989). Syafrini et al. (2020) describe the widely-known tourist destinations in Indonesia that highlight their cultural heritages, such as the infamous Bali as Island of Paradise with its unique Hindu rituals. Additionally, Tana Toraja on Sulawesi Island provides religious and cultural tours that showcase the unique death rituals practiced by the local communities—an experience quite different from the typical tours found elsewhere (Roza et al., 2017). Furthermore, tourists that have a lack of understanding and open-mindedness toward the different cultures they are visiting can cause problems for the ethnic group/local community. As widely reported in the media¹ in March 2023, a group of tourists in Bali Indonesia reported a neighbour of their homestay to the police for owning a cock that made

¹ <https://www.cnnindonesia.com/gaya-hidup/20230303184436-269-920543/turis-asing-di-bali-bikin-petisi-mengeluh-suara-ayam-berkokok>

noises every day. In Balinese culture, owning a cock is very common as they are used to participate in certain traditional ceremonies.

There is a dilemma in maintaining authenticity in certain indigenous tourism as tourism continues to grow. Fan et al. (2020) describe the struggles of the Batek tribe in Malaysia in maintaining their indigeneity while promoting tourism. They face a dilemma between modernity and maintaining their agency. Similar challenges are faced by Quechua communities in Peru in their effort to preserve traditional cultural manifestations while negotiating the coexistence of modernity (Sotomayor et al., 2019).

Ruhanen et al. (2019) elucidate the paradoxical situation confronting many Indigenous communities engaged in self-management of indigenous tourism involves balancing the aspiration for socio-economic progress with the need to cater to the expectations of tourists. An interview for preliminary research of this study with Prof. T.R. Andi Lolo, the Mayor of Tana Toraja Regency of Indonesia from 1989-1994 and a professor in Sociology, described that in 2013 UNESCO offered World Heritage site program to a well-known family-run indigenous tourism of Ke'te Kesu in Tana Toraja. Ke'te Kesu is a family ground with traditional ancestral houses or *Tongkonan*. However, due to the restrictive nature of the program on future constructions that is in contrast with the family dynamics relating to the grounds, the family rejected the offer. Lack of future planning, knowledge and poor management contribute to the poorly maintained indigenous sites (Nicholas, 2021). Furthermore, 'staying rooted in the past' as Ruhanen et al. (2019) point out is a challenge as can be seen in the iconic image from Ke'te Kesu below. Picture 1 was taken in July 2021 of the traditional *Tongkonan* houses, which has been the iconic photo background for tourists to the destination. At the far end was the wooden house of one of the family members that seems to blend into the surrounding traditional image. Picture 2 was taken in July 2024 with a stark contrast of modernism in the background.

Picture 1.1. *Tongkonan* at Ke'te Kesu in July 2021



Source: Personal photo

Picture 1.2. *Tongkonan* at Ke'te Kesu in July 2024



Source: Personal photo

UNESCO (the United Nations Educational, Scientific and Cultural Organization) establishes The World Heritage program² with aims “to identify, protect, and preserve cultural and natural heritage sites around the world that are deemed to be of outstanding value to humanity. World Heritage site program provide benefits such as promoting the cultural site to wider tourists with interest in heritage and indigenous preservation. The program recognizes the importance of safeguarding such sites for future generations and promoting their appreciation and understanding”. Some well-known examples of World Heritage sites include the Great Wall of China, Machu Picchu in Peru, the Pyramids of Egypt, the Taj Mahal in India, and Yellowstone National Park in the United States, as well as the Medieval Town of Toruń in Poland. The World Heritage program plays a crucial role in preserving these iconic landmarks and promoting a sense of shared global heritage. However, it is a voluntary program with restrictions on the activities of its members.

1.4.7 Academic and Research Institutions

Researchers and educational institutions contribute to the understanding of sustainable tourism and may provide valuable insights and recommendations for its development. Sustainability as a concept continues to evolve, it is therefore pertinent for tourism and hospitality studies to evolve to provide the “best practice responses to changing requirements” are met (Higgins-Desbiolles et al., 2019).

There have been substantial academic discourses on sustainable tourism since its inception at an international academic conference in Canada in the 1988. Researchers identify issues with the existing concept and offer solutions, including how to measure sustainability in tourism (Torres-Delgado et al., 2018; Verma et al., 2018). Many sparks research on sustainable tourism albeit as a reaction to a variety of phenomenon or creation of niches under sustainable tourism concept (Bramwell et al., 2017). Various evidence on the diversity and interdisciplinary research carried out by researchers can be observed through academic journals specifically

² <https://whc.unesco.org/en/about/>

created to corral subjects on sustainable tourism, such as *Tourism Geographies* (Myriam et al., 1999) and *Journal of Sustainable Tourism* (Wikipedia, 2023), among others. As a result, according to Niewiadomski et al. (2024), sustainable tourism research continues to be a vital area of study that draws and connects scholars from diverse academic disciplines, all united by a common goal: to make tourism more environmentally sustainable, socially equitable, and economically fair. Hall (2016) expresses concern and warns on the capacities of tourism researchers to carry out “value-free” or “objective” tourism research when faced with challenges such as politics and psychology.

Hall (2010) introduced the idea that the lack of epistemic community on sustainable tourism contributes to the marginal adaptation of academic research into tourism industry practice and effective tourism policy. As a result, existing efforts to promote sustainability in tourism on both a global and national level have predominantly “emphasized technological improvements and the promotion of education and information to alter travel behaviors” in lieu of critical examination of “the growth framework adopted by destinations and businesses or their political influence” (Miller, 2001; Hall, 2011; Gössling et al., 2013). Bertella (2023) further warns that academic activism, focusing on attentiveness, responsiveness, imagination, and critical thinking, is crucial for sustainable transformations in tourism research. By definition, an epistemic community is “a network of experts or professionals who possess authoritative knowledge and expertise in a specific issue area, within the domain of their specialized knowledge” (Haas, 1992). Haas (1989) elaborated how scientific epistemic communities were consulted for environmental policy issues concerning “the protection of stratospheric ozone, control of European acid rain, and Mediterranean pollution control”. In the case of sustainable tourism experts, Hall claims that the community members lack “a common set of causal beliefs and shared notions” coupled with the discord on the detailed concept of sustainable tourism may prove hard for them to offer impactful recommendations (Hall, 2010, 2011, 2016). Furthermore, the divergent of interests from each stakeholders are often disparate from the scientific recommendation. With growing research focusing on tourist satisfaction, economic growth, stakeholder participation, and heritage conservation in developing countries (Krittayaruangroj et al., 2023), the United States is leading in literature on sustainable tourism (Niñerola et al., 2019). Niñerola et al. (2019) further claim that

sustainability is becoming a strategic approach for companies and tourist destinations, however, correlations are not present on whether the strategies implemented by these stakeholders stemmed from academic discourse. Perhaps Hall's proposition (2010) is still valid after all.

1.4.8 Employees in the Tourism Sector

Workers in the tourism industry, including those in hospitality, transportation, and other service sectors, are also stakeholders. Their well-being, job security, and working conditions are important considerations in sustainable tourism (Baum et al., 2019; Maggi et al., 2023; Santos, 2023). Nevertheless, the sustainability concept is often neglected in the context of workforce and employment within the tourism industry despite their importance in achieving the UN's Sustainable Development Goals (SDGs) (Baum, 2018; Baum et al., 2016; Mooney et al., 2022). Kalenjuk Pivarski et al. (2023) also posit that hospitality workers act as key representatives as well as conservationists/guardians of the tourism destination by promoting it through tourist exposure, marketing, and highlighting authenticity of the area or facilities.

Tourism industry is a very vulnerable industry that will first suffer the brunt of a disaster, albeit economic, environment, security, or health. It is also characterised with high and low seasons that can translate into precarious conditions, including low pay, poor working conditions, and high labour turnover, which contribute to economic inequalities and social cleavages (Baum et al., 2019; Robinson et al., 2019; Santos, 2023). Further challenges include low-skilled and inexperienced employees, seasonal workforce shortages, and lack of staff motivation (Katunian, 2019). This raises concern on fundamental human rights in the industry, such as fair income, secure workplaces, and equal treatment, which are essential for social sustainability and unfortunately are often overlooked (Baum et al., 2019; Santos, 2023). Several literature propose Sustainable Human Resource Management (SHRM) as a framework to address workforce issues in tourism, by emphasizing the need for policy engagement and strategic planning to incorporate sustainable employment practices (Baum, 2018; Baum et al., 2016; Katunian, 2019).

Educating tourism workforce on sustainable tourism and to stimulate their sustainable behaviour is pertinent to improve profitability and competitiveness as Sakshi et al. (2020) encourage hotel managers to constantly communicate their environmental policy and training to the staff. Well-trained staff can help guests save resources and energy, while also appealing to tourist segments that prioritise environmental sustainability (Sakshi et al., 2020). Additionally, implementing servant leadership in the hospitality industry has positively impacted both employees and organizations by addressing modern challenges such as sustainability, talent shortages, and the retention of hospitality graduates (Chon et al., 2019). Chen et al. (2022) highlight the need to promote sustainability in tourism education by using approaches such as collaborative and interdisciplinary learning, case studies, problem-based learning, and experiential methods. Building competencies in systems thinking, environmental awareness, and experiential learning is also crucial for an education that focuses on sustainability in tourism (M. Chen et al., 2022).

1.4.9 Investors and Financiers

Individuals or organizations providing financial support to tourism projects have a stake in the industry's success. Sustainable practices can enhance the long-term viability of investments. Study conducted by Bagur-Femenias elucidates whether investing in sustainability in the highly competitive tourism industry is “a good strategy for companies to differentiate themselves and survive in complex sectors” (Bagur-Femenías et al., 2015). Further study by Lopez assists managers to consider both financial and non-financial aspects of tourism sustainability from performance point of view (M. F. B. López et al., 2018).

Most developing countries experience lack of investment and financing as the most crucial economic woes in its tourism industry, complemented with lack of government support systems, tax incentive programs for tourism, insurance industry is in its infancy to reduce risks, and rampant corruption (Gudkov et al., 2020). Tourism industry has become exposed to risks such as money laundering and fraudulent reporting according to Loghin (2016). However, the use of International Financial Reporting Standards (IFRS) in the industry has reduced differences in financial reporting and increase the attractiveness of the sector for investors.

Foreign versus local investors within the tourism industry is an important issue. Foreign investments tend to lead to higher rate of leakage due to external control and management of the tourism establishments. Many governments from developing countries are offering investment havens for foreign investors to develop the tourism industry in their countries by providing easy administration process, land procurement and tax breaks. However, prioritising foreign investments causes difficulties for small local investors to compete for land, as most landowners will sell to the highest bidder.

Gili Trawangan, a small tourist island in Indonesia, has a considerable number of business owners who are foreign citizens and serve as *de facto* partners in business, albeit with legal distinctions (Partelow et al., 2023). These individuals contribute significantly to tax revenue and employment. However, there is limited transparency regarding the allocation of tax revenue within government spending, and the island receives minimal public investment in return. On the other hand, employment benefit experience by the locals are minimal as most wages are below the minimum required wage and they are extremely dependent on this vibrant yet small tourism industry.

Other important issue concerning investment is the return on investment. According to Tavares (Tavares et al., 2015), the parameters for investment in tourism that must be considered, such as “the income level of the region, the emitter–receiver ratio, geographical proximity and, principally, the existence of a strategic interdependence scenario” as well as “the monetary return from tourists” to give approximation for the return on investment.

1.5 Conclusion

It is understood that effective cooperation among the stakeholders is essential for the successful implementation of sustainable tourism practices, ensuring that economic, social, and environmental goals are balanced for the benefit of all involved parties. Governments and regulatory bodies should implement proper strategies to achieve sustainable tourism should be in place. Tourism industry alongside its employees should be well informed, educated and regulated on what are the components in creating sustainable tourism within their industry. Local communities should be involved as well as educated on how to maintain, care and control

their surrounding environment to be sustainable. NGOs including environmental and cultural organisations should be able to support, create and implement sustainable destinations. Academic and research institutes should be able to be more proactive in advocating sustainable tourism rather than being reactive to phenomenon in the tourism industry.

It is important to note that in every aspects of tourism activities, the stakeholder that is constantly involved is the tourists, as they are the main reason the industry existed in the first place. The destinations are either created through supply side to attract a certain type of tourists or through demand side where the tourists dictate the type of destination they choose to visit. Either way, tourists are in the forefront of the tourism industry and the make-or-break of destinations.

In order for sustainable tourism to be achieved, it is pertinent that the tourists also behave sustainably at the destinations. It is expected for tourism industry to act sustainably such as hotels to implement sustainable measures such as energy savings and proper waste management. However, the tourists, as the end user of most of the sustainable measures, do not use these measures as intended, sustainability cannot be achieved. It is important to note that tourists also have the power to demand sustainable practices from their destinations. Therefore, how tourists behave at the destinations is pertinent to achieving sustainable tourism.

2. Sustainable Tourist Behaviour

2.1 Definition of a Tourist

Leiper (1979) described that in 1963 a conference on Travel and Tourism in Rome, which was sponsored by the United Nations, resulted in consensus for the original definitions of visitor and tourist. At the time, there was a need for clear and distinct definitions in order for international statistics to be more coherent and uniformed. Later in 1968, The International Union of Official Travel Organizations (now the United Nations World Tourism Organization) adopted these definitions.

The initial definition of visitor is “any person visiting a *country* other than that in which their usual place of residence, for any reason other than following an occupation remunerated from within the country visited” (Leiper, 1979; the Author’s italics). The definition further distinguishes between tourists and excursionists, as quoted directly from Leiper (1979, p.393):

-) Tourists: temporary visitors staying at least twenty-four hours in the *country* visited and the purpose of whose journey can be classified under one of the following headings:
 - leisure (recreation, holiday, health, study, religion, and sport),
 - business, family, mission, meeting.
-) Excursionists: temporary visitors staying less than twenty-four hours in the *country* visited (including travellers on cruise ships).

This earliest definition is not without its critics. Kabote (2017) elucidates the assumption in these definitions that one has to leave its country in order to be classified as either a tourist or an excursionist. According to Kabote, this conventional definition ignores the existence of domestic tourists and as such their ability to contribute to sustainable tourism development. Furthermore, it assumes that a “real” tourist is foreign to a destination. This categorization stemming from a narrow viewpoint, however, continues to be applied. According to Fletcher (2014), eco-tourists are “typically white, upper-middle- class, politically liberal/leftist, members of post-industrial western societies” (p.5) that are far removed from these types of

experiences in their normal daily lives. The downside of this narrow viewpoint type of labelling is the preferential treatment bestowed to the foreigner more so than the domestic or local tourist.

The polar opposite of the original definition to date is the most unconstrained definition of a tourist that Urry (2011) had to offer. In his book, *The Tourist Gaze*, Urry proposes that tourists are anybody that “visits a place that distinguish it from what is conventionally encountered in everyday life” (p.15). He stresses further that the “potential objects of the tourist gaze must be different in some way or other. They must be out of the ordinary” (p.15). This post-modern view of tourist gaze postulates that a person experiencing and engaging anything out of the ordinary, rather than making a specific form of travel, is a tourist. Molz (2004) further elucidates that culinary tourists may not need to leave their neighbourhood to experience and engage in something “authentic and exotic”. It is suffice for them to visit an ethnic restaurant in their neighbourhood to be labelled culinary tourists. In essence, anybody that experience anything out of the ordinary even without leaving his or her neighbourhood can be classified as tourist, or rather an excursionist. This notion is essential when considering the impact tourism, or tourists, have on their surroundings. Sustainable tourist behaviour essentially starts at home.

For the purpose of this paper, the author will refer to the updated definition of tourist offered by UNWTO in its International recommendation for Tourism Statistics 2008 (UNWTO, 2010, p 10). The following are excerpts from the report:

2.9 A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors.

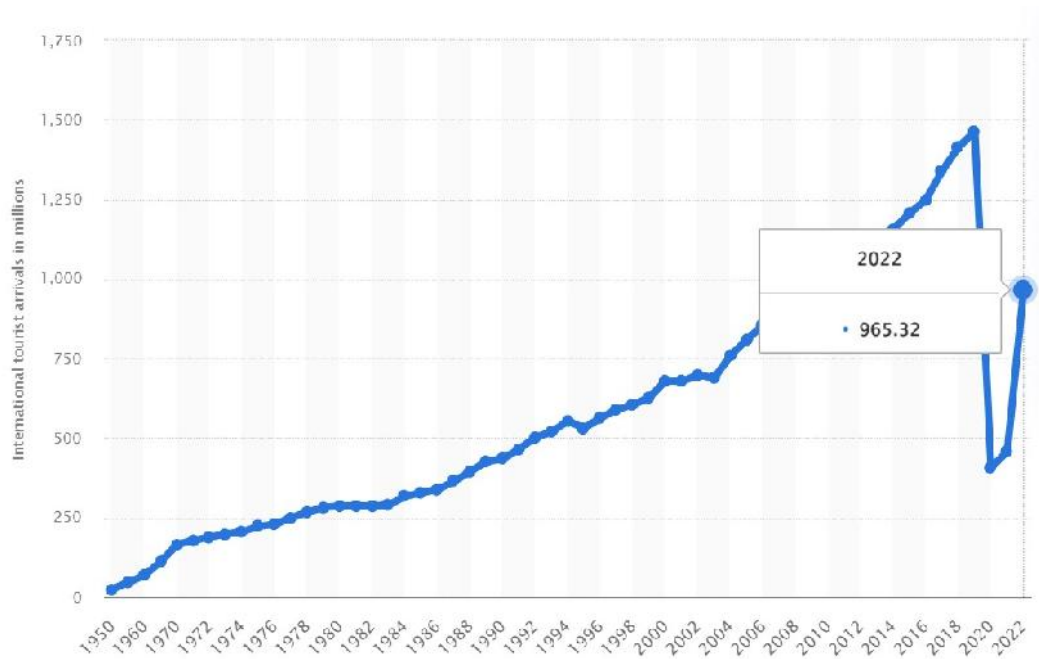
2.13A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Important to note that the new definition includes domestic tourists unlike the original version. This is relevant when considering tourists, domestic or international, can affect any destinations, far or near.

2.2 Impacts of Tourists

It is pertinent to take heed on the statistics of tourists to understand the impact they have from their tourism activities. According to Statista.com, global international tourist arrivals saw a substantial annual rise in 2022, reaching about 965 million after a sharp decline due to the onset of the COVID-19 pandemic. During the global shutdown of 2020, a drop to 407 million arrivals as shown in Figure 2 below.

Figure 2. Number of international tourist arrivals worldwide from 1950 to 2022 (in millions)

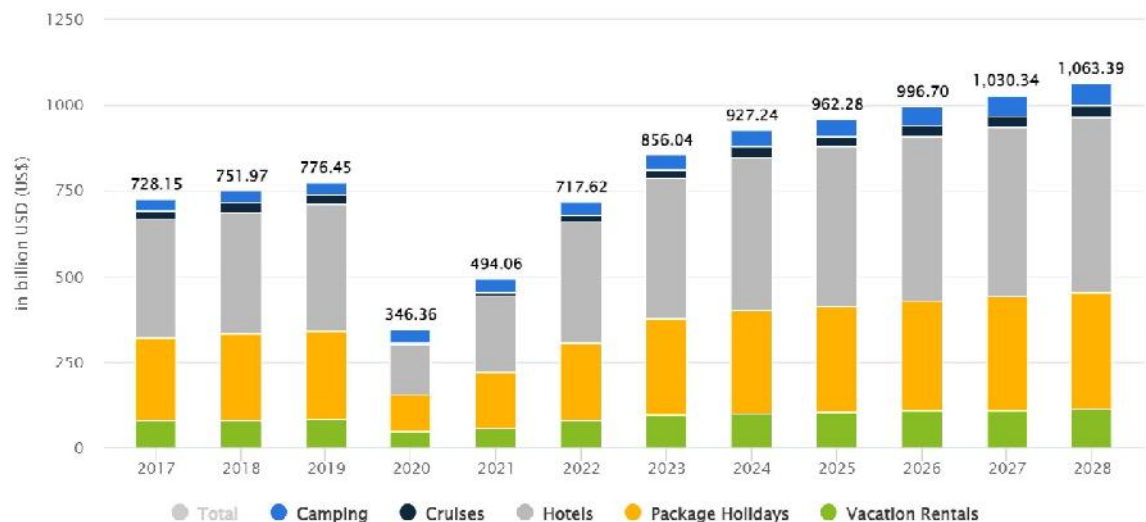


Source: statista.com

The website states that during the pandemic, “inbound tourism arrivals worldwide had declined to roughly 407 million, the lowest figure recorded since 1989”.³ Overtime, the numbers of tourist arrivals worldwide can be expected to continue to rise. Updated number of international tourist arrivals worldwide in 2024 have increased significantly to 98% pre-pandemic level, nearly catching up with pre-pandemic levels.

A traveller generates income for the tourism industry from the moment they initiated their travel. According to statista.com, revenue generated worldwide in 2023 through travel and tourism totalling approximately 856 billion USD (Statista.com, 2023) as can be seen in Figure 3 below.

Figure 3 Worldwide Revenue from Travel and Tourism Industry (in billions)



Notes: Data shown is using current exchange rates. Data shown does reflect market impacts of Russia-Ukraine war.

Most recent update: Dec 2023

Source: statista.com

³ <https://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals/>

Statista.com offers the following information and projections in the travel and tourism market²:

-) Revenue in the Travel and Tourism sector is forecasted to reach \$927.30 billion by 2024.
-) The market is anticipated to grow at an annual rate of 3.47% from 2024 to 2028, leading to an estimated market volume of \$1,063.00 billion by 2028.
-) The Hotels segment is the largest within the Travel and Tourism market, with a projected volume of \$446.50 billion in 2024.
-) The Hotels market is expected to attract around 1,397.00 million users (tourists) by 2028.
-) User (tourist) penetration is projected to be 25.9% in 2024 and is expected to increase to 28.1% by 2028.
-) The average revenue per user (ARPU) is anticipated to be \$0.46k.
-) By 2028, 76% of total revenue in the Travel and Tourism market is expected to come from online sales.

As shown above, tourists not only generate massive revenue for economies worldwide but also responsible for massive movement of people around the globe. Tourists can have both positive and negative impacts on destinations, communities, and the environment (Frenç, 2016). Here are some of the key impacts⁴:

Positive impacts of tourists in the tourism industry:

1. Economic boost: Tourists contribute significantly to a destination's economy through income generation, job creation, and promotion of local businesses (T. Li et al., 2020). Tourism development can reduce poverty although this notion must be taken with a grain of salt as some studies have shown that the poorest may suffer the most if not provided with proper support such as education (Giampiccoli et al., 2017).

⁴ https://en.wikipedia.org/wiki/Impacts_of_tourism

2. Economic diversification: Due to the multiplier effect of tourism industry, tourists can help diversify the economy of a destination (Chong et al., 2019). Tourism value chain is created as tourism draws on inputs from the food and beverage, construction, transportation, furniture, and many other sectors. Ashley (2007) gave evidence that suggests that in developing countries, the economic diversification impact through inter-sectoral activities adds an additional 60-70% on top of the direct effects of tourism.
3. Cultural exchange: The tendency of tourists visiting destinations that are different from their place of origin facilitates cultural exchange between visitors and locals. This in turns promote understanding, appreciation and education that can lead to cultural exchange (Pearce, 1995).
4. Infrastructure development: To accommodate tourist arrivals, infrastructure are developed such as roads, airports, hotels, and other facilities, which can also benefit the local communities (Khadaroo et al., 2007; Mandic et al., 2018). “Build it and they will come” is a phrase often attributed to the movie “Field of Dreams” (1989). Somehow, the phrase feels fitting for the tourism industry as well.
5. Heritage preservation: UNESCO World Heritage Program came about to preserve, assist and promote historical and cultural sites. Income generated from tourist visitation can help restore and maintain these sites (Lusetyowati, 2015). Proper site management is necessary to maintain sustainability (Chong et al., 2019). Interpretations and visitors education are also necessary for anybody that is exposed to the site.
6. Security improvement: Provision of better access, job opportunities as well as stable income generation can reduce crime and promote safety (Sugiharti et al., 2022). Point in case is the development of Mandalika Race Circuit in Central Lombok in 2022 to attract more tourists to the area. Direct experience of the author on the difference prior to and after the development of the area is tremendous. Initially there was only one road access to the area from the Provincial capital and many local drivers would not drive through this road after sundown due to criminal activities. However, a new and faster road access were constructed to link the Circuit to the airport and the capital city as well as more hotels, businesses and other infrastructures were created to support the Circuit. This has provided

more income generation opportunities to the locals and recorded criminal activities in the area have been reduced significantly. Nonetheless, there is a lack of study on security improvement at a destination due to tourism. Many studies have claimed the opposite and recommend security implementations (Korstanje et al., 2020; Leong, 2001)

7. World peace: Var (1998) provides an insight into the relation between tourism and peace. According to Var, the international community, including organizations like the United Nations, acknowledges the significance of tourism in fostering global understanding and peace. In 1980, the World Tourism Conference in Manila asserted that tourism plays a crucial role in promoting world peace. Further commitment to recognize the impact of tourism on global peace was formalized in the 'Columbia Charter,' a declaration resulting from the First Global Conference: Tourism – A Vital Force for Peace, held in Vancouver in 1988. This conference served as a platform to explore the various aspects of tourism as a contributor to peace. However, Hall (2004) argues “tourism has very little influence on peace and security issues, at least at the macro level, and that tourism is far more dependent on peace than peace is on tourism”.

The Bali bombing of 2002 and 2005 by Islamic extremist groups did not deter tourist arrivals for long. In fact, many people worldwide showed support for the Balinese through fundraisings and continuing to travel to the island, especially domestic tourists, to support its tourism industry after an initial drop in tourist arrivals (Gurtner, 2016; Putra et al. 2006). Important to note that Bali may be an anomaly as Pizam mentioned in Leong (2001) that “not all crimes have the same effects on tourism demand of a destination”.

Negative impacts of tourists at tourism destinations:

1. Environmental Degradation: It is undisputed that tourism has over the years lead to environmental degradation, including damage to ecosystems, pollution, and depletion of natural resources. Liu (2022) investigates the impact of tourism on environmental pollution by examining carbon dioxide changes with respect to tourism development from 2000 to 2017 in 70 countries. The study concludes “the negative indirect effect of tourism is greater than its direct positive effect, implying an overall significantly negative impact” to the environment. Development of tourism facilities also contribute to environmental

degradation, such as the construction of an airport runway that caused a severe beach erosion in Kuta beach, Bali (Syamsudin et al.; 1994). The most recent report on waste emergency situation in Bali (*Bali Darurat Sampah*) can be seen in this Youtube link⁵. Bali Partnership (2024) reports that tourists contribute 3.5 times more waste than the locals in Bali. More than 32,000 tonnes of plastic wastes run off into the water systems potentially causing micro-plastic that is harmful for humans.

2. Cultural Erosion: Commodification of culture, with locals adapting their traditions and lifestyles to cater to tourist expectations, potentially eroding the authenticity of the local culture is happening in many destinations to cater to international tourists. Reynolds (1993) explains how authentic local food have been disappearing or ‘watered down’ and replaced with food more familiar to foreign visitors to Bali. Mansperger (1995) went further by warning of prostitution and consumptions of alcoholic beverages to accommodate foreigners visiting many seaside destinations.
3. Social Disruption: Large numbers of tourists can disrupt local communities, leading to issues such as increased cost of living, crowding, and strain on local services as well as indecent public behaviours (Blanco-Romero et al., 2019; Helgadóttir et al., 2019; A. A. López, 2020). Through direct interviews between the Author and the local Balinese, it was reported that many locals can hardly afford proper housing or a plot of land in some parts of Bali anymore, such as Cangu and Ubud, forcing them to move further inland to less developed areas. The increase in foreigners purchasing plots of lands for commercial and private use, have been the main driver behind the exodus. Others also commented that being in some touristic areas, especially Cangu, made them feel like tourists in their own country. Many examples of indecent public behaviour in Bali have been posted online to bring attention to the social disruption some unruly tourists can cause. As can be seen in the Youtube links below: a foreign tourist going on the stage naked during a traditional Balinese dancing performance⁶; a foreigner naked in a meditation posture in front of a

⁵ <https://www.youtube.com/watch?v=5o1VeyCiNUo>

⁶ <https://www.youtube.com/watch?v=6WZ43V0y8i4>

sacred Hindu temple⁷; and of a foreigner riding at the back of a motorcycle with another passenger without any underwear⁸. Many internet users blamed the soft treatment from local Balinese to international tourists because they are overly dependent on tourism and assume international tourists as the biggest spender. Domestic tourists reported negative experience in comparison to the foreign tourists in this Reddit thread⁹.

4. Traffic Congestion: Popular destinations can suffer traffic congestion from the many tourist vehicles affecting the quality of life for local residents (Albaladejo et al., 2019; Ji et al., 2023). A resident of Noosa in Queensland, Australia, complaint how the many parked visitors cars in this popular destination in the Sunshine Coast have disrupted pedestrian walkways¹⁰. Noosa Council have implemented only roundabouts (over 100) in the area to eliminate road accidents that are apparently more prone to happen with traffic lights, STOP or GIVE WAY signs¹¹. This decision for only having roundabouts were also initiated by the local community to support the area as a holiday destination, as explained to the author by a professor at James Cook University. Traffic lights were viewed as synonymous to ‘a rat race’ rather than the image of a relaxed holiday destination. However, the area has continued to be tremendously popular and congestions at the roundabouts are inevitable.
5. Overcrowding: Popular tourist destinations may suffer from overcrowding, which can lead to a decline in the visitor experience and damage to the natural and cultural resources (Hugo, 2020; Szromek et al., 2019). Canggu Bali is a small quaint village that was unknown just five years ago. It was later developed as an alternative destination to the overcrowded Kuta Bali in the effort to ease congestion and negative side effects of overcrowding. However, Canggu at present is as crowded as Kuta still is. Hugo (2020) observed that several popular tourist destinations have raised fees, implemented fines, and collaborated with organizations to mitigate the adverse effects of over-tourism and

⁷ <https://www.youtube.com/watch?v=t2GXGigrVQg>

⁸ <https://travel.okezone.com/read/2023/11/27/406/2928106/viral-bule-wanita-di-bali-boncengan-motor-tanpa-celana-bikin-geram>

⁹ https://www.reddit.com/r/indonesia/comments/fgwxg4/pariwisata_sepi_bali_menyasal_anak_tirikan_turis/?rdt=40794

¹⁰ <https://noosamatters.com.au/noosas-roads-to-heaven-paved-with-good-intentions/>

¹¹ <https://www.noosa.qld.gov.au/community/transport-and-roads/roads/roundabouts>

disruptive tourist behaviour. Bali has only recently (14 February 2024) implemented a tourist tax on tourists entering Bali from abroad of 150,000 IDR. However, according to the recent published article in *The Bali Sun* (2024), “leaders and stakeholders from the tourism sector are calling for a massive hike on the fee, and are arguing for the tax to be raised from IDR 150,000 to IDR 500,000 and in some cases IDR 800,000 which is around USD 50”. The call for further increase in tax is part of the ongoing discourse on “how best to deter unruly foreigners and attract more high-quality visitors to the province” as tourists behaving badly continue to rise.

6. Unequal Economic Impact: The benefits of tourism may not be evenly distributed, with some communities or sectors benefiting more than others, leading to economic inequality (Oviedo-García et al., 2019; Sánchez-Sánchez et al., 2022; Zhang, 2021). More so when the destination is heavily reliant on outside investors with limited voice from local participation on foreign investment decisions. Perrone (2016) describes how foreign investment laws that are heavily designed to promote the safety, security and trust of foreign investors on “the allocation and use of resources can not only annihilate individual property rights but also destroy community”.

It is pertinent for destinations to implement sustainable tourism practices that balance economic, social and environmental considerations that minimize negative impacts while maximizing the positive ones. As the above impacts of tourism have illustrated, in order for sustainable tourism to ever be realised, both the supply and demand side of the equation must promote, act and maintain sustainability in the industry. It is insufficient for destination managers, tourism organisers, and local communities as the supplier of the tourism industry to implement sustainable products, services and practices. However, it is also pertinent for the tourists as the consumer to behave sustainably while consuming the products and services offered by the industry.

2.3 Definition of Sustainable Tourist Behaviour

In order to understand if a tourist is behaving sustainably, it is pertinent to know the definition of sustainable tourist behaviour. However, defining sustainable tourist behaviour

proves as elusive as defining sustainable tourism. The terminology and definition of what constitutes as sustainable tourist behaviour varies considerably albeit with a common thread of concern for the environment. This study adapted and presented Juvan and Dolnicar's (2016) compilation on the variety of definitions and terminologies on environmentally sustainable tourist behaviour in Table 2.1 below. The compilation of definitions make one of three assumptions: (1) that an individual's pro-environmental values and beliefs are enough to classify them - and consequently their actions - as environmentally sustainable, (2) that their intention to protect the environment alone is sufficient, or (3) that both of these factors are inadequate, with only actual behaviour being relevant, regardless of their values, beliefs, or intentions (Juvan et al., 2016). It is important to note that most of these definitions focuses on tourists' behaviour towards the environment rather than the three-pillars of sustainable tourism as a whole, with the exception of Dinan and Sargeant (2000), Mehmetoglu (2010), and Shamsub and Lebel (2013). Furthermore, definitions that focus on actual tourist behaviour are only a handful (Juvan and Dolnicar, 2016): "the behaviour of *demanding* environmentally sustainable tourism (Ioannides et al., 1997), *not going to vacation* at all, making some vacation choices with the specific intention of protecting the environment (Swarbrooke et al., 1999), making informed environmentally sustainable vacation choices (Bergin-Seers and Mair, 2009) or simply behaving in an environmentally sustainable manner (Dolnicar and Matus, 2008)."

The varying definitions presented in Table 2 give rise to the question of how loose or strict should a tourist's sustainable behaviour be defined. On the looser end, is having intention to behave sustainably suffice? On the other hand, is actual behaviour of making conscious sustainable decisions a better reflection of a sustainable tourist? If so, what are those sustainable decisions look like? The following segment focuses on the each tourism domains whereby a tourist may be expected to make sustainable decisions during the travel.

Table 2 List of definitions on sustainable tourist

Study	Term used	Definition/description
Krippendorf (2010)	The emancipated tourist	“Informed and experienced tourist...with an increasing awareness of the importance of immaterial values such as health and the environment.” (p.74)
Wood and House (1992)	Alternative or responsible tourist Good tourist	“A tourist with the need to avoid having a negative impact on the destination” (p.101) “Audits himself and his holidays” (p. 102) within the context of the impact on the people and places
Poon (1993)	New tourist	“Sensitive to environment” (p. 115); “See and enjoy, but does not destroy” (p.145)
Ioannides and Debbage (1997)	Post-fordist tourist	“An independent, experienced, flexible (sun-plus) traveller, who repeats visits and demands green tourism” (p. 232)
Swarbrooke and Horner (1999)	Totally green tourists Dark green tourists Light green tourists	“Not take holiday away from home at all so as not to harm the environment in any way, as a tourist” (p. 202). “Boycott hotels and resorts which have poor reputation on environmental issues” (p. 202) and “pay to go on holiday to work on a conservation project” (p. 202). “Think about green issues and try to reduce normal water consumption in destinations where water is scarce” (p. 202), “use public transport...while on holiday” (p. 202).
Dinan and Sargeant (2000)	Sustainable tourist	“Someone who appreciates the notion that they are a visitor in another person’s culture, society, environment and economy and respects this unique feature of travel” (p. 7)
Miller (2003)	Green consumers [in tourism context]	“Actively seeking and then using that information [green product information] in the decision-making process for their holiday”(p. 33)
Dolnicar (2004)	Sustainable tourists	Tourists “who care about maintaining and protecting the natural environment at the travel destination” (p. 212)
Crouch et al. (2005)	Environmentally caring tourist	“The efforts to maintain unspoilt surroundings play a major role” (p. 14)
Dolnicar and Matus (2008)	Green tourist	“Behave in an environmentally friendly manner when on vacation in a wide range of tourism contexts”(p. 320)
Stanford (2008)	Responsible tourist	Has several dimensions, including “the concepts of respect, awareness, engagement (and taking time to engage), excellence and reciprocity, as well as the harder facts of spending money” (p. 270)

Bergin-Seers and Mair (2009)	Green tourists	“Are interested in being environmentally friendly on holiday; at times select holidays by considering environmental issues; and are potentially willing to pay extra for products and services provided by environmentally friendly tourism operators” (p. 117)
Mehmetoglu (2010)	Sustainable tourist	“Someone who was [is] concerned about sustainability issues (i.e. of economic benefit to local people” (p. 184)
Wehrli et al. (2011)	Sustainability aware tourist Ecological type sustainable tourist	“Sustainability is among the top three influencing factors while booking vacations” (p.2). “considers in particular ecological aspects to be relevant for sustainable tourism” (p. 2)
Perkins and Brown (2012)	A true ecotourist	“Traveller with strong biospheric values, who expresses greater support for environmental responsibility in tourism, expresses support for green tourism suppliers, feels less entitled to consume resources simply for enjoyment without considering personal impact on environments” (p. 795–796)
Shamsub and Lebel (2013)	Sustainable tourists	“Those who (1) agree with a code of conduct that recommends how they as visitors should behave, (2) appreciate that their activities have impacts on the environment and tailor their actions accordingly; (3) would like to make economic contribution to the host economy and therefore purchase local products such as food and crafts” (p.27)
Lee et al. (2013)	Sustainable tourist Pro-environmental tourist Environmentally friendly tourist Environmentally responsible behaviour	“A person [tourist] respects to local culture, conserves natural environment, and reduces interference of local environment” (p.457). “A person [tourist] voluntarily visits a destination less or none while the spot needs to recover because of environmental damage” (p. 457). “A person [tourist] takes action to reduce the damage of a specific destination” (p.457) “any action that alleviates the adverse environmental impact of an individual or group” (p.466)
Chiu et al. (2014)	Environmentally responsible tourist	A tourist who helps limit or avoid damage to the ecological environment
Juvan (2016)	Intended environmentally sustainable tourist behaviour	“when a person makes a vacation-related decision or displays behaviour at the destination that is different from how they would have otherwise decided or behaved for reasons of environmental sustainability.”

Source: Adapted from Juvan (2016).

2.4 Domains of Sustainable Tourist Behaviour

Sustainable behaviour of a tourist is expected to start from *before* travelling (Holmes et al., 2021; Manrai et al., 2011). As previously noted, a person is considered a tourist may travel locally as near as his/her neighbourhood or as far away as to another continent. Decisions are made in this instance that may be environmentally friendly or not. The following section will breakdown stages of travelling that a tourist may make. Actions that are considered as a sustainable behaviour of a tourist will be indicated at each stage.

2.4.1 Travel

Motivations to travel have been researched extensively over the years to explain human behaviour from psychological viewpoint (Manrai et al., 2011), desired activities within destinations (Jiang et al., 2019; Rita et al., 2019), as well as to distinguish different types of tourists for better destination management and marketing (Richards, 2015). Understanding travel motivations elucidate tourists' travel decision-making process and consequent behaviour at the destination (Yousaf et al., 2018). According to Manrai (2011), Hofstede's cultural dimensions contribute significantly to understand travel motivations as "cultural values influence all aspects of human life including personal factors, such as lifestyle, and psychological factors, such as motivation". Furthermore, Kim (2000) studied the cultural differences in tourist motivation and found that "individualistic tourists were more likely to seek novelty whereas the motivation of the collectivistic tourists is primarily to be with the family".

2.4.2 Transportation

Tourists are presented with choices on the modes of transportation available to them depending on their planned destination. Short distance destination may include cycling, car, bus or train. Longer distance destinations may include car, bus, train, airplane or cruise ship. The choices made for the type of transportation have a profound effect on the environment especially for long distance travel (Thrane, 2015).

Interestingly, only 5 to 11 per cent of the world's population flew according to Tuppen (2021) with “a staggering 1 per cent of frequent fliers were responsible for half of all carbon emissions from aviation”. Although the global share of carbon emissions from aviation is relatively small at 2-3 per cent, only a tiny portion of worldwide population enjoys the benefit. Ritchie (2020) explains that CO₂ emissions from domestic flights are calculated into a country's emission accounts, however this is not the case with international flights. CO₂ emission from international flights are calculated as their own category called ‘bunker fuels’. There is less incentive for countries to reduce emissions on international flights, as their emissions are not calculated into any country's emission account.

There are several ways a tourist can minimize his/her carbon footprint when flying is the only option. Tuppen (2021) proposes to:

1. Purchase economy class; “A first-class ticket on a long-haul flight emits approximately four times as much carbon as an economy seat”. Further carbon footprint can be reduced if the plane is full with only one type of class available (e.g. budget airline).
2. Fly direct; According to the website of Climate Action Accelerator (n.d.), “choosing direct flights (non-stop flights) over connecting flights considerably reduces emissions”. It further explains that a large part of a plane's fuel consumption occurs during take-off and landing. Therefore, the sustainable practice in choosing flights to a destination is by direct flights.
3. Choose appropriate aircraft; “The newer the aircraft, the fewer the emissions”, such as the Airbus A320neo and Boeing 787 Dreamliner.
4. Reduce weight; “The less weight, the less fuel needed”.
5. Support ‘greener’ airlines; Waste is a huge problem for the airline industry; however, there are plenty of green washing that falsely advertise an airline as the most sustainable airline.
6. Offsetting carbon footprint; Many airlines, online booking sites, and standalone companies offer programs claiming to offset the greenhouse gas emissions of a flight for a small fee, however the fee is too small to create any potential impact (Dillon, 2023). “The offsetting industry is also rife with dubious claims and calculations” where the tree planting

schemes focuses on mono-crop rather than “protecting existing forests or other dense ecosystems, which are more productive carbon sinks” (Tuppen, 2021).

The availability of transportation to a destination (Barros, 2012) and motivation to choose a certain mode of transportation (Debbage et al., 2019) is pertinent to determine whether a tourist applies environmentally sustainable choices in his/her selection that reflects his/her sustainable behaviour.

2.4.3 Accommodation

Based on the three-pillar framework of sustainable tourism, contributing to local economies is a sustainable action. Finding a suitable accommodation that is both sustainable and locally owned can be difficult. Most small and medium hotels or resorts are not very clear to the prospective tourist whether it is locally owned or belongs to foreign investor. Cohen (1984) points out that from a psychological perspective, foreign tourists typically seek at least the same level of comfort during their travels as they experience in their home country and they may find this at hotels own by people from their country. Nevertheless, foreign owned accommodations has a high potential to cause leakage in the industry (Oka et al., 2016; Terzioğlu et al., 2016).

According to Wąsowicz-Zaborek et al. (2024), advancements in information technology have facilitate tourists to compare accommodation offerings and therefore, have increase awareness and expectations on accommodations. Larger hotels, those of a higher class, with a stronger online reputation, a greater dependence on business travellers, fewer nearby competitors, and a culture that emphasizes long-term planning are more likely to join TripAdvisor's GreenLeaders program, according to Yang et al. (2023). Kasim (2004) highlights that accommodations that are "green" and adopt responsible practices may need extra investment and organizational adjustments. If these additional investments do not result in higher market share or only met with consumer apathy (Merli et al., 2019), the business investments are futile. It is pertinent that hotels foster consumer trust by creating opportunities such as to engage in Green Service Encounters (Gupta et al., 2019) to avoid “green washing”.

Gupta et al. (2019) assert further that the trust-building process depends on the traveller's environmental values, regardless of the purpose of their trip.

Good Travel Guide provide suggestions for tourists to find sustainable accommodation (Good Travel Guide, 2023):

1. Look for sustainability credentials or eco-label for hotels: *Good Travel Seal*, *Travelife*, and *Green Key* certification are among the many eco-hotel labels around the world that are either certified based on Global Sustainable Tourism Council standard (GSTC, 2016) or its simplified version. Eco-label certification for the most part are voluntary and require membership payment that may affect the standard level of certification and evaluation by many regional and national bodies' certifications. Researching into the requirements of a regional or national certification is necessary to understand the sustainability standard of that particular certification.
2. Utilize major booking platforms to discover sustainable choices: Booking.com, AirBnB and Tripadvisor do can assist in locating sustainable accommodation when used appropriately. Filtering for Guest Houses, Homestays, Bed and breakfasts, Farm stays or Country houses in Booking.com most likely will result in locally owned accommodation. AirBnB especially in major cities and destinations can be problematic for the locals due to the lack of affordable long term rental accommodations for the locals as short-term rentals through this platform is more profitable for the owner (Bearne, 2023).
3. Explore regional websites: certain countries offer lists or networks of accommodations that provide information on finding sustainable lodging.
4. Use booking platforms dedicated to sustainability, such as Ecohotels.com, BookDifferent, EcoBnB, and FairBnB, which evaluate accommodations based on various sustainability criteria. However, these platforms currently face limitations due to a limited selection of accommodations.
5. Do personal research: Small accommodations may not have funding to be certified, however, they may be sustainable and locally owned. For example, tiny houses, cabins, wilderness huts, and glamping setups, typically have minimal, often temporary,

environmental impacts. Homestays also present a great alternative and offer a valuable chance to engage deeply with the local culture. (Bearne, 2023).

Kasim (2004) raises the question of why "green" individuals - those who engage in environmentally friendly practices at home - do not demonstrate the same environmental awareness when traveling abroad, especially given that tourists' overconsumption of resources conflicts with the principles of sustainable development. Millar (2008) provides a list of guests' preference for green hotel attributes, among others sheets changed upon request only; occupancy sensors; key cards to turn power to the room on and off; energy saving bulbs; towel re-use programs; and recycling bins in the room. These provisions on environmentally sustainable attributes will only work if the guests use them appropriately.

2.4.4 Destinations

Deciding where to spend the holiday based on environmental sustainability may limit the selection of destinations to nearby or shorter distance destinations (Swarbrooke et al., 1999). However, Nickerson (2016) reveals that tourists with high sustainable behaviour spends more at destinations compare to tourists with less sustainable behaviours. Furthermore, many destinations boost their sustainability as their marketing effort to attract tourists that are concern with sustainable tourism (Almeida-Santana et al., 2019; Hanna et al., 2018). Eco-tourism is among the most marketed sustainable destinations, however, albeit the eco attached to the term, ecotourism practices are not always environmentally friendly as expected (Ayora et al., 2017; Ren et al., 2021). It is essential to address and reduce any negative impacts of ecotourism, not only for ecological reasons but also to support social and economic sustainability (Ayora et al., 2017).

2.4.5 Tourist Attractions

Tourist attractions provided by tourism operators contributes to environmental impact at the destinations. It is therefore imperative to choose tourism attraction that minimises the negative impacts to the environment. According to Cochrane's summary (Cochrane, 2015) on Fletcher's cultural dimensions of ecotourism (Fletcher, 2014), the majority of visitors to

ecotourism destinations are predominantly white and middle-class. As a result, many ecotourism destinations face a significant gap in geographic, socio-economic, cultural, and philosophical aspects between tourists and locals. This disparity often leads to a disconnectedness between tourists' expectations and the local community's ability to meet those expectations. Consequently, the most successful lodges and tour operations are own and run by foreign entrepreneurs of the same cultural background and nationality as the tourists (Cochrane, 2015), and significant value is placed on certain foreign skills and the sector of the tourism industry the foreigner operates in (Aitken et al., 2000). In Indonesia, many island lodges with diving operations are owned and operated by foreigners, and are bringing tourists from the owner's country of origin (Andilolo et al., 2014).

2.4.6 Food and Beverages

Eating has evolved beyond a basic necessity and now serves as a key way to understand and experience the identity and culture of a destination (M. K. Putra, 2019). Furthermore, local food production supports sustainable regional development by fostering cultural and historical ties, and enhancing market opportunities for local producers (Cvijanović et al., 2020). Apart from gaining authentic and cultural experience through consumption of local food and beverages for the tourists, the economy of local communities is also uplifted as most local food and beverages are locally owned (Madaleno et al., 2018).

Culinary tourism has also gain traction in many destinations and local gastronomy has become the destination for tourists (Björk et al., 2016; Kivela et al., 2006; Valverde-Roda et al., 2022). Kim (2013) introduces five motivational dimensions of local food consumption and their variables, namely:

1. **Cultural Experience:** Sampling local food offers a unique chance to explore the local culture, discover new things, and gain insight into how people live. It provides a special and authentic experience, broadening knowledge of different cultures.
2. **Excitement:** Tasting local food in its original setting can be exciting, relaxing, and exhilarating. It offers excitement and break from a routine that comes with a holiday.

3. **Interpersonal Relations:** Sharing experiences on local food with others, building friendships or connections through these experiences, offering advice to travellers, and enjoying time with friends or family to enhance interpersonal interactions.
4. **Sensory Appeal:** The food has appealing smells, tastes good, looks attractive, and differs from similar dishes from tourists' country of origin.
5. **Health Concerns:** The food is nutritious, made with fresh, locally produced ingredients, and contributes to overall health.

The results from this study can be useful to develop local food and beverages as a tourist attraction from food-related events and festivals to cooking classes. It is important for marketers to target tourists who are likely to try local cuisine, and this concern should be considered when organising food-related events and festivals, because food neophilic and high food-involved tourists can be loyal and be likely to become repeat visitors (Y. G. Kim et al., 2013). Furthermore, food festivals are also essential in preserving and revitalizing traditional food knowledge as they help sustain and promote local agricultural and culinary practices, which are crucial for maintaining cultural sustainability (Fontefrancesco et al., 2020).

2.4.7 Souvenirs

Purchasing souvenirs while travelling is a tourist behaviour that is pertinent to the industry (Chang et al., 2022) as souvenirs can act as a means to preserve and promote local heritage and traditions (Melany et al., 2023) and as a way to view and understand the culture of a place (Husa, 2020). Zhu (2023) addressed four key themes related to souvenirs:

1. **Significance of souvenirs:** Tourists purchase souvenirs for various reasons including as gifts for friends and families (Park, 2000), mementos of past travels (Zhu et al., 2023), and to contribute to the economy of local communities (Melany et al., 2023).
2. **Customer Purchase Intentions:** The souvenir production industry should consider tourists' perceived value when designing and marketing souvenirs. (H. Liu, 2021).
3. **Transformation:** History, customs, and unique traditions can be turned into tourism products (A. Ahmad, 2021; Husa, 2020). Some local communities depend on selling

handicrafts for income, however, industrialization and the production of inexpensive imitations have resulted in a decreased interest in these handmade products (Zhu et al., 2023).

4. Sustainability: Encouraging creativity through provision of sustainable locally made souvenirs among local communities while simultaneously preserve culture and promote local resources can improve the economy and develop sustainable tourism (Zhu et al., 2023).

Souvenirs help tourists reminisce about their holiday experiences, with elements like uniqueness, usability, and functionality prolonging the memorability of the travel experience and encouraging revisit intentions (Sthapit et al., 2019). Furthermore, souvenir as gift-giving can be a significant motivation for tourists, often aimed at relatives and friends, enhancing social bonds and sharing travel experiences (Fangxuan et al., 2018).

2.5 Determinants of Sustainable Behaviour

2.5.1 The Overview on Factors of Sustainable Behaviour

Several theories that are widely used to explain environmentally sustainable behaviour are: Theory of Reasoned Action (TRA) (Fishbein et al., 1975); Theory of Planned Behaviour (TPB) (Ajzen, 1991); Theory of Environmentally Significant Behaviour (TESB) (Stern, 2000); and Norm Activation Theory (NAT) (Schwartz, 1977). Van Kasteren (2007) explains that according to TRA, “attitude and subjective norms (i.e., perceptions of normative support) predict behavioural intention, which in turn predicts behaviour”. According to TPB (Ajzen, 1991), behavioural intention, i.e an individual's readiness to perform a given behaviour, is the direct antecedent of behaviour. Ajzen (2002) further advanced the view that “a behaviour is a function of compatible intentions and perceptions of behavioural control”, whereby perceived behavioural control is defined as “an individual's perceived ease or difficulty of performing the particular behaviour”. Stern (2000) on the other hand proposes personal norms as the direct predictor of behaviour based on TESP. In NAT model developed by Schwartz (Schwartz, 1977), values are operationalized as personal norms which create self-expectations for certain

behaviours, and for value to translate into behaviour, it must first be activated. Based on NAT, personal norms are said to be activated “if there is an awareness of consequences and if there is an ascription or ownership of responsibility” (Van Kasteren, 2007).

Several empirical research (Liska, 1984; Van Kasteren, 2007) elucidate weaknesses with these theories. First, although intention ascribed in TRA and TPB is a necessity, however, intention in and of itself is not sufficient to guarantee behaviour. Others point out that personal norms in TESB also do not translate independently into behaviour (Klöckner, 2013; Kormos and Gifford, 2014). Second, both TRA and TPB require that attitude measurement must correspond specifically to behaviour measurement. However, research has shown that attitudes in general toward the environment are not predictive of specific behaviour thus limits research into environmental behaviour in general (Van Kasteren, 2007). Third, the assumption in NAT that values are treated equally as norms is incorrect as they act differently. According to Nickerson (2024), “values tell individuals what is right or wrong, while norms tell individuals what is acceptable or not”. The above weaknesses of these theories elucidate a discrepancy or “gap” between attitude and actual behaviour (ElHaffar et al., 2020; Joshi et al., 2015). Empirical research have shown the gap, namely green gap, between consumers’ positive attitude and concern for the environment, and actual purchase of environmentally friendly products and services (Hughner et al., 2007; Ogiemwonyi et al., 2023; Vermeir et al., 2006).

Understanding green gap and how to eventually close said gap, is essential in achieving actual sustainable behaviour. Table 3 below presents a list of definition and interpretation of green gap.

Table 3 Definitions of green gap

Reference	Definition
Fahy, 2005	The wide gulf between people’s environmental values and people’s environmentally friendly actions.
Kennedy et al., 2009	The incompatibility between pro-environmental values and environmentally-supportive behaviour.
McNally, 2011	A green gap involves the separation between what the consumer believes should be done to protect and improve the environment and what he or she actually does to help protect and improve the environment.

Antimova et al., 2012	When the ostensible attitudes and concerns towards climate change do not translate into concrete actions and personal engagement.
Gruber et al., 2014	The considerable gap between consumers' intentions to purchase products with sustainable features and their actual buying choices.
Joshi et al., 2015	The difference between consumers' positive attitude toward green products and their actual buying behaviour.
Kaaronen, 2017	“The gulfs lying between sustainable thinking and behaviour due to lack of affordances”
ElHaffar et al., 2020	The contradiction between an individual's expressed concern about environmental issues and their actual actions, behaviours, and contributions to mitigate these problems.

Source: Adapted from ElHaffar et al., 2020

Joshi (2015) sought to identify the key motives and factors (determinants) that influence consumer attitudes, purchase intentions, and actual buying behaviour towards green products. Joshi (2015) categorized the factors influencing consumer green purchase intention and behaviour into two main groups: individual and situational. Individual factors pertain to characteristics of the individual decision-maker, while situational factors encompass variables that define the different contexts in which a consumer makes purchasing decisions. The variables based on the research conducted by Joshi (2015) are:

1. Internal factors: emotions; habits; perceived consumer effectiveness; perceived behavioural control; values and personal norms; trust; knowledge; and other individual variables.
2. External factors: price; product availability; product attributes and quality; store related attributes; brand image; eco-labelling and certification; and other situational variables.

Joshi's research centred on the decision-making factors that influence general consumer green purchasing behaviour. This study adapts the same factors to examine sustainable tourist behaviour, as it aims to understand how tourists make decisions within the confines of tourism domains.

Additionally, this study employs PEST analysis, which examines Political, Economic, Social, and Technological factors, used to understand the macro-environmental factors that influence strategic decisions (R. Ahmad et al., 2019).

2.5.2 Internal Factors Affecting Environmentally Sustainable Behaviour

Internal factors of an individual refer to the personal characteristics, qualities, and conditions within a person that influence their behaviour, thoughts, emotions, and overall well-being (Carver et al., 2010). These factors are intrinsic and arise from within the individual rather than from external sources. Internal factors are crucial in understanding why people behave the way they do and how they interact with their environment. A person's internal factors are shaped by his or hers personality trait (e.g. extroverted, introverted, conscientious, agreeable, or open to experience), cognitive abilities, and life experiences that influence internal emotional state, motivations, beliefs and values as well as goals and aspirations (Carver et al., 2010; Gatersleben et al., 2014; Gifford et al., 2014; D. Li et al., 2019). These internal factors manifest as variables that influence an individual's pro-environmental decision-making process. The following descriptions outline each variable and how it translates into pro-environmental behaviour within the tourism context.

1. Emotions: Emotions are crucial for communication and shared experiences. The capacity to express and elicit common emotions in response to environmental issues helps bring these concerns into social conversations, which is vital for fostering collective action (Clayton et al., 2023; González-Hidalgo et al., 2020). The research conducted by do Paço (2013) confirmed the sequential relationship between value-attitude-behaviour hierarchy, whereby a variable used to determine value is generativity. Jordan et al. (2022) define generativity as a person's concern for and efforts toward improving the well-being of others, including future generations, through actions such as caregiving and civic engagement that derives from emotional fulfilment and personal growth. The concern for future generation may stimulate emotions to adopt pro-environmental behaviours. Lima (2019) identifies the emotion of guilt as a stimulus factor for the purchase of green products.

Table 4 Factors affecting environmentally sustainable behaviour

Categories:	Variables:	Description:	References:
<u>Internal factors:</u> Specifically pertaining to an individual decision maker, these variables typically stem from personal life experiences, such as attitudes, values, and personality traits, and they influence the decision-making process of that person.	Emotions	Emotions evoked by environmental concern, feeling of responsibility, guilt, generativity etc.	(Clayton et al., 2023; Dasi et al., 2019; González-Hidalgo et al., 2020; Lima et al., 2019; Zhao et al., 2014)
	Habits	A settled or regular tendency or practice.	(MacInnes et al., 2022; D. Miller et al., 2015)
	Perceived individual effectiveness	Individual's perception of the extent to which their consumption can make a difference in the overall problem.	(Kamalanon et al., 2022; Tan, 2011; Zhuang et al., 2021)
	Perceived behavioural control	Individual's perception of the ease or difficulty of performing the behaviour of interest.	(Zhuang et al., 2021)
	Values and personal norms	Individual's environmental, social, and ethical values, alongside their personal values like health and safety.	(Landon et al., 2018; P. Wang et al., 2014; Zhuang et al., 2021)
	Trust	An expectation or belief regarding the environmental impact of green products/services.	(S. Li et al., 2023; H. Wang et al., 2019; Wasaya et al., 2021; Zhuang et al., 2021)
	Knowledge	Awareness of environmental issues had a positive impact on individual's intentions and actual purchases of green products/services.	(Gomes et al., 2023; S. Li et al., 2023; H. Wang et al., 2019; White et al., 2019)
	Other individual variables	Variety seeking and self-indulgence.	(Jahanshahi et al., 2018; Sharma et al., 2020)

<u>External factors:</u> These represent situational variables that influence consumers' decision to purchase green products or services. These variables can either motivate or deter consumers from choosing environmentally friendly options.	Political and legal	Government policies and regulations as well as incentive programs that impact individual's decision to adopt sustainable products and services.	(Khalid et al., 2020; F. Li et al., 2021)
	Economic	Economic conditions and factors such as inflation rates, interest rates, economic growth, and exchange rates can influence the adoption of sustainable behaviour by individuals.	(Geng et al., 2023; F. Li et al., 2021)
	Social	Enhancing public awareness to stimulate perceptions and preferences for green products and services; Subjective or social norms and reference groups, particularly peers and those in close proximity may influence an individual's green purchase behaviour.	(Geng et al., 2023; Chekima et al., 2016; Sreen et al., 2018; Zhuang et al., 2021)
	Technology	The impact of technological advancements and innovations, include R&D activity, automation, technology incentives, and the rate of technological change.	(Geng et al., 2023; F. Li et al., 2021)
	Price	Typically higher price outweigh ethical considerations.	(Chekima et al., 2016; C. Lee et al., 2021)
	Product/service availability	Product with difficulty in attaining due to inconsistent availability has negative influence on an individual's green purchase intention and behaviour.	(Wiederhold et al., 2018)
	Product attributes and quality	Functionality (that fulfil personal needs and desires), sustainable characteristics and quality of products/services influence consumer green purchase behaviour.	(A. Sharma et al., 2019; Wasaya et al., 2021; Witek, 2020)

	Store related attributes	Store related attributes (store assortment, aesthetics, store convenience, store service and customer relation) of sustainability influence an individual's green purchase behaviour.	(Lehmann et al., 2020; Wasaya et al., 2021)
	Brand image	Green brand image influence on purchase behaviour.	(Bashir et al., 2020; Y. S. Chen et al., 2020)
	Eco labelling and certification	Eco labelling and certification influence an individual's green purchasing behaviour and affect the local economy.	(Bernini et al., 2020; Chekima et al., 2016; Gutierrez et al., 2020; Sharma et al., 2019)
	Other situational variables	Environmental infrastructure and services, regulatory laws, local environmental involvement by the individuals, and exposure to environmental messages via media that influence pro-environmental behaviour.	(Lee et al., 2020; Mohanty et al., 2021; Pham et al., 2024; Sun et al., 2019; Wolff et al., 2017)

Source: Adapted from Joshi and Rahman, 2015

Furthermore, the sense of personal responsibility and concern positively affects pro-environmental intentions, fostering greater respect for others' rights and feelings (Dasi et al., 2019; Zhao et al., 2014). Tourists' potential guilt on their actions resulting in disruption to the environment or local communities, may influence their decision making and behaviour during travel.

2. Habit: Habit Theory (Wood et al., 2016) suggests that individuals often engage in the same behaviours repeatedly or regular tendency, without making a conscious decision to do so. MacInnes (2022) posits that habit is a powerful driver of sustainable tourist behaviour. To shift behaviours toward sustainability, habit-based interventions focus on automaticity by disrupting the automaticity of negative habits and strengthening the automaticity of positive ones. Research conducted by Miller (2015) concludes that tourists' existing habits strongly influence pro-environmental behaviours at the destinations.
3. Perceived consumer effectiveness: Tan (2011) stipulates that perceived consumer effectiveness refer to an individual's belief that they can personally contribute to solutions and help reduce negative environmental impacts. A heighten perception on effectiveness by an individual, can have positive impact on green purchase intention (Kamalanon et al., 2022; Zhuang et al., 2021).
4. Perceived behavioural control: Ajzen (1991) defines perceived behavioural control as an individual's judgment of their ability to perform a specific behaviour. This ability reflects on the degree of control and confidence of an individual in carrying out the specific behaviour, such as purchasing green product or services. Therefore, delegating control and confidence to consumers through provision of effective information on sustainable product and services is pertinent in decision-making process (Zhuang et al., 2021).
5. Values and personal norms: Landon (2018) explores the internal factors influencing tourists' adoption of pro-sustainable behaviour dimensions, using the value-belief-norm model. These dimensions include behaviours that minimize environmental impact, the consumption of local goods and services, and the willingness to invest time and money in choosing sustainable options. Landon (2018) suggests that tourists' pro-sustainable behaviour is demonstrated by their readiness to spend extra money and time to select

products that follow a sustainable business model or mode of operation. Additionally, purchasing goods and services from local sources is also indicative of pro-sustainable behaviour.

6. Trust: Trust refers to a belief or expectation that the green product or service truly serves its purpose of being environmentally friendly (S. Li et al., 2023). Green trust serves as a precursor to the intention to engage in green procurement (Wasaya et al., 2021). As the level of connection with the organisation increases, consumers become more aware of its environment commitment, which in turn builds their trust in the organisation. Consequently, this trust leads to a commitment to a long-term relationship and a higher likelihood of purchasing sustainable products and services (S. Li et al., 2023).
7. Knowledge: According to Hauke (2019), knowledge is not just a passive possession of facts; it involves active engagement and a state of "knowing," which unites the individual with the information and the world around them. This process requires awareness, as it involves integrating new information with personal experience and critical thinking. Gomes (2023) emphasizes for accurate and reliable information on a destination's sustainability can encourage tourists to adopt pro-sustainable behaviour and responsible tourism practices. This highlights a reciprocal relationship, where sustainable information not only impacts tourist behaviour but also serves as an indicator of how effective this information is in promoting responsible tourism practices. White (2019) asserts that for an individual to engage in pro-environmental behaviour, he or she "must have knowledge of the social norm, must be aware of and understand the prompt or feedback, must comprehend information related to self-values, self-benefits, self-efficacy, etc.".
8. Other individual factors: Jahanshahi (2018) finds that the motivation to buy green products in Peru and Bangladesh is fueled by a desire for uniqueness and self-expressive benefits, which boost consumers' self-image.

2.5.3 External Factors Affecting Environmentally Sustainable Behaviour

External factors are outside the control of the individual that are influential in his or her decision-making process. These factors represent situational forces that given a change in the

situation and condition, the individual may alter his or hers previous decisions (Joshi et al., 2015). Joshi et al. (2015) present factors that describe the micro-environment pertains to an industry. On the other hand, PEST analysis offers understanding of the macro-environment of the industry that influence consumers in their behaviour towards the products and services (Khalid et al., 2020). Below is a description of the external variables divided into macro and micro-environment, that may either encourage or discourage consumers from choosing green products or services.

A. Macro-environment

1. Political and legal: This factor encompasses the impact of government policies, regulations, and legal matters on an industry or organization. These may involve aspects such as tax policies, trade restrictions, tariffs, incentives and the overall stability of the political environment (Khalid et al., 2020). According to Bauner et al. (2015), policies that minimize the uncertainty of returns from solar PV investments would be most effective in encouraging adoption among households.
2. Economic: The economic conditions and trends such as inflation rates, interest rates, economic growth, and exchange rates are among economic factors that affect an industry and consumer behaviour (Geng et al., 2023; Khalid et al., 2020).
3. Social: This factor involves the societal and cultural aspects that can affect an organization or an industry. Geng et al. (2023) claim that for the acceptance and adoption of sustainable alternative material, public awareness must be enhanced to stimulate perceptions, and preferences. Societal influences affect individuals, particularly in terms of how their reference group will perceive them if they engage in certain behaviours (Zhuang et al., 2021). Pressure to conform to the accepted societal norm or fear of exclusion may influence pro-environmental decision-making process at home and destination.
4. Technological: refer to the impact of technological advancements and innovations on an industry. These include R&D activity, automation, technology incentives, and the rate of technological change (Geng et al., 2023; F. Li et al., 2021).

B. Micro-environment

1. **Price:** Typically higher prices may outweigh ethical considerations. However, Lee (2021) indicates that although prices may be higher, when consumers receive clear and comprehensive information, purchase intentions for eco-friendly products can increase regardless. Lehmann (2020) concurs through the study's findings that there are barriers to purchase sustainable household goods when the higher prices are not accompanied by adequate information and thus familiarity. Research conducted by Chekima (2016) further emphasizes that premium prices coupled with knowledge and positive attitude towards the environment, lowers price sensitivity on typically premium prices of pro-environmental products and services. However, tourists' willingness to pay premium prices for ecotourism is positively connected with attitude, environmental belief, and awareness (Hultman et al., 2015; Meleddu et al., 2016).
2. **Product availability:** The presence of infrastructure and environmental amenities at travel destinations can either support or restrict pro-environmental behaviour. Locations that offer greater access to environmental resources and information tend to encourage more sustainable actions, whereas the absence of similar support systems at home can hinder individuals from making environmentally friendly changes (Wu et al., 2021). If a green product or service has issues with consistent availability or limited availability, this will affect negatively on consumers' intention and behaviour toward making green purchases. Wiederhold (2018) confirms that availability is one of the barriers that impede consumption of sustainable fashion in Germany.
3. **Product attributes and quality:** Sharma (2019) highlights the significance of product attributes in green purchase decisions, supporting the idea that while consumers may care about the environment, most will still make rational purchasing choices for appliances and white goods. Nevertheless, product attributes should be emphasized in the communication and promotion of green products. Additionally, Wasaya (2021) suggests that the impact of green perceived quality on consumers' green purchase intentions can be amplified when moderated by the customers' environmental awareness. Essentially, tourists may be

attracted to green products and services if the green attributes are well communicated and if they are knowledgeable and aware of the quality.

4. Store related attributes: Stores that prioritize local, eco-friendly, or ethically produced goods – such as sustainable local food, drink, and crafts – are seen as supporting responsible tourism and local economies (Cai et al., 2024; Gallardo-Vázquez, 2023). Stores that reflect and respect local culture, traditions, and community values contribute to social and cultural sustainability (Väisänen et al., 2023).
5. Brand image: Bashir (2020) indicates that increased consumer perception of functional and emotional benefits of green hotels leads to increased green brand image, preferences, trust, loyalty, and corporate image in the hospitality market. On the other hand, Chen (2020) finds that the influence of green brand effect on green purchase intentions is indirect, operating through green brand associations and green brand attitude.
6. Eco labelling and certification: There is a smorgasbord of researches conducted on the topic of eco-certification or eco-label, with few investigating determinants of tourists' pro-environmental hotel choices (e.g. Cui et al., 2020; Errmann et al., 2021; Kim et al., 2020; Sadiq et al., 2022; Xue et al., 2023). Cui et al. (2020) found that when a person's moral self-regard is heightened by virtue of physical cleansing, that person is motivated to engage in pro-environmental travel behaviours and experienced more guilt for not choosing a morally preferred environmentally friendly travel option. Errmann et al. (2021) provided empirical evidence that mindfulness increases tourists' preferences for pro-environmental hotels because mindful tourists are less materialistic. Kim et al. (2020) discussed choice architecture as a critical factor that significantly affects travellers' preferences for pro-environmental hotels. Sadiq et al. (2022) highlights the attitude-behaviour gap in choosing eco-friendly hotels while Xue et al. (2023) elucidates the influence of eco-certificate as outcome-focused, and eco-efforts as more process-focused on tourists' pro-environmental hotel choices. Eco-certificate signifies the achievements of the hotel on their environmental implementation and practice, whilst eco-efforts feature the inputs and actions taken by the hotel to protect the environment.

7. Other situational variables: Sun (2019) finds that social media marketing has a positive impact on consumers' attitudes and intentions to purchase green products, while price consciousness has a negative effect. These effects vary across different consumer groups. Filieri et al. (2021) revealed that eWOM mainly affects tourists' intentions and decisions to visit a destination and attractions through visual cues namely user-generated pictures, and on the contrary, information quality did not affect tourists' decisions. Lee (2020) shows that consumers' exposure to media and their attention to corporate sustainability communications influence their intentions to engage in pro-environmental behaviour, with perceived media credibility strengthening this effect. Pham (2024) conducted a comprehensive research on how environmental policies can influence consumers' to adopt pro-environmental behaviours. Results indicate that although informational policy instruments are more frequently used, they are less effective compared to regulatory and economic instruments. Wu (2021) elucidates the necessity of infrastructures to be available in physical context alongside environmental information to affect pro-environmental behaviour.

2.6 Conceptual Framework and Research Questions

The above literature provides insight into the expected sustainable behaviour of a tourist while traveling and at the destination based on each tourism domain. Literature review by Joshi (2015) established the basic conceptual framework for this study, focused on the identifying factors or determinants – i.e. internal and external factors - that affect green purchase intention and behaviour regarding green products and services. However, there is still a lack of literature on these factors within the tourism sector concerning the tourists' sustainable behaviour. Based on the literature reviews presented above, this study aims to investigate which internal and external factors influence sustainable behaviour of tourists from Australia, Indonesia and Poland. Therefore, this study poses the following research questions:

- RQ1: What internal factors (i.e. emotions; habits; perceived consumer effectiveness; perceived behavioural control; values and personal norms; trust; knowledge; and other individual variables) influence sustainable behaviour of tourists in tourism domains?

- RQ2: What external factors related to macro-environment (i.e., political and legal; economic; social; and technology) influence sustainable behaviour of tourists in tourism domains?
- RQ3: What external factors related to micro-environment (i.e., price; product/service availability; product attributes and quality; store related attributes; brand image; eco-labelling and certification; and other situational variables) influence sustainable behaviour of tourists in tourism domains?
- RQ4: How does the country of origin influence the sustainable behaviour of tourists in Australia, Indonesia, and Poland?

The conceptual framework for this study can be seen in Figure 4 below. Determinants are divided into internal and external factors. External factors are further divided into macro and micro-environment. This study assumes that a person's internal factors influence their acceptance of external factors to decide for sustainable actions, and vice versa. These determinants are expected to elucidate the sustainable tourist behaviours at each tourism domain. This study attempts to determine whether and which internal factors influence external factors, and vice versa.

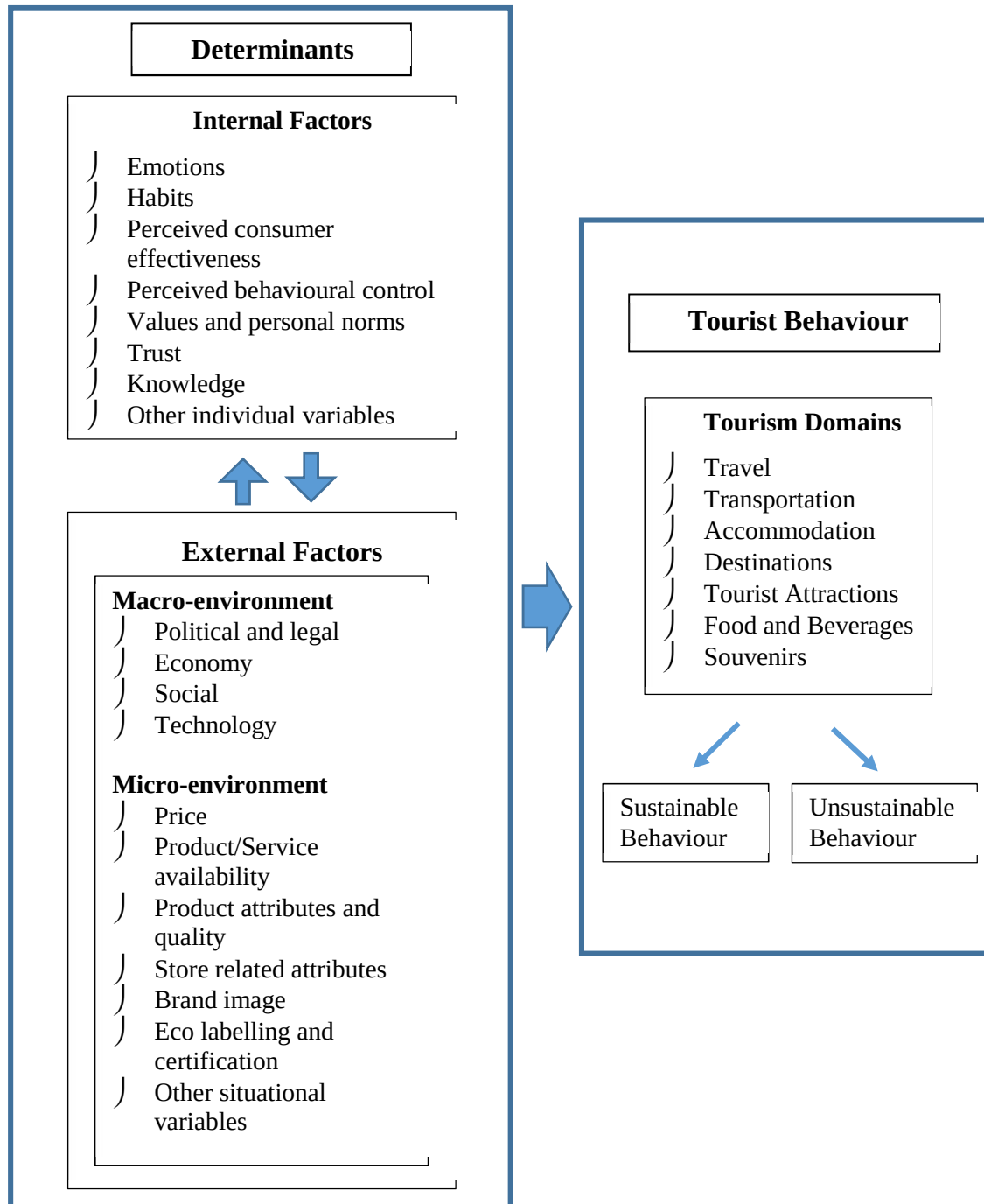
This study identifies determining factors and the influence they have on the tourist's behaviour at different domains, i.e. travel, transportation, accommodation, destination, tourist attractions, food and beverages, and souvenirs, which is based on the following suggestions from other research:

1. Travel: Yousaf et al. (2018) postulate that understanding tourists' motivations to travel can highlight their decision-making process and consequent behaviour at the destination. This study asks what motivates tourists to travel and how it relates to their sustainable behaviour.
2. Transportation: The availability of transportation to a destination (Barros, 2012) and motivation to choose a certain mode of transportation (Debbage et al., 2019) is pertinent to determine whether tourists apply environmentally sustainable choices in their selection that reflect their sustainable behaviour. To this respect, this study asks the motivation of tourists in their choice of transport when travelling, and their concern about carbon footprint by travelling.

3. Accommodation: As Oka et al. (2016) and Terzioglu et al. (2016) explain that foreign owned accommodations has a high potential to cause leakage in the tourism industry, this study asks if tourists are concern on the ownership of their accommodation. Kasim (2004) questions why individuals who are practicing environmentally friendly actions at home do not demonstrate the same environmental awareness when they are at an accommodation during holidays. This study seeks to determine whether this notion still holds true by posing the question: Do tourists behave the same way they would at home and at the accommodation?
4. Destination: According to Almeida-Santana et al. (2019) and Hanna et al. (2018), in order to attract tourists that are concern with sustainable tourism or have pro-environmental values, many destinations focus on their sustainability as their marketing effort. This study investigates whether this is the case by asking if tourists are attracted to destinations that boost its sustainability, such as eco-tourism.
5. Tourist Attractions: Cochrane (2015) stipulates that most successful lodges and tour operations are own and run by foreign entrepreneurs of the same cultural background and nationality as the tourists. Following this statement, this study questions whether tourists indeed seek or have preference towards tourist attractions that are run and operated by people from their place of origin, by asking whether tourists prefer to visit attractions that is operated by people from their place of origin or not.
6. Food and beverages: Food has evolved beyond the basic necessity and now serves as a key way to understand and experience the identity and culture of a destination, according to M. K. Putra (2019). Consuming local food and beverage while at the destination also supports the local economy as most local food and beverages are locally owned (Madaleno et al., 2018). This study poses the following questions to elucidate if tourists eat local food and where they consume it, as well as their motivations for eating local food.
7. Souvenirs: The key themes related to souvenirs as describe by Zhu (2023) are, among others, the significance, transformation, and sustainability of souvenirs. The significance of souvenir lends itself to the motivation of purchase, whether as memorabilia (Sthapit et al., 2019) or as gifts to friends and families (Fangxuan et al., 2018). This study formulates

the following questions to the tourists to this respect: if tourists purchase souvenirs during travel, and if it is customary to give souvenirs as a gift from the travels to family, friends and colleagues?

Figure 4 Conceptual Framework



2.7 Conclusion

Lew (2011) in his commentary had quoted Leiper (2008) that argues tourism industry does not exist. Rather, “tourism is a human behaviour that is supported in part by many other industries” (Lew, 2011, p.5). This chapter has defined sustainable tourist behaviour, identified the determinants for tourists to behave sustainably and the domains in which they are expected to behave sustainably. As the main stakeholder and driver in the tourism industry, tourists must understand the impacts they have on the destinations and the effect of their decisions in order for sustainable tourism to be achieved. Therefore, this study aims to investigate the determining internal and external factors that influence how tourists behave sustainably at the destination.

3. Methodology

3.1 Research Design

The underlying paradigm for this study is the interpretive paradigm, which focuses on establishing a connection between the researcher and the nuanced details of the research process. (Irshaidat, 2019; Keong Yong et al., 2021). Saunders et al. (2009; 2018) emphasised that with interpretive paradigm the study's contribution relies significantly on the researcher's personal interpretation. Irshaidat (2019) further reiterates that the interpretive researcher focuses on emphasizing subjectivity in their conclusions whereby this approach seeks to achieve a thorough understanding of meaning by closely examining subtle details. Based on this paradigm, this study uses qualitative method to explore the nuanced experiences of tourists regarding their behaviour while travelling. This study aims to identify the determinants of sustainable tourist behaviour. This study conducts qualitative research with the intention to provide deeper understanding on complex social phenomenon as public pro-environmental behaviour is according to Filimonau (2018). Filimonau (2018) further indicates the potentials of disclosing internal and external factors through qualitative research that explain national cultures have on shaping tourists' pro-environmental attitudes.

3.2 Data Sample

Country Selection

The countries selected for this study are Australia, Indonesia and Poland. The country selections are based on the variations between dimensions according to Hofstede's Cultural Dimensions (Minkov et al., 2011) as well as availability of contacts and resources for the Author to conduct the study. In the tourism sector, Hofstede's cultural dimensions has been widely used to explain the influence of international tourist flows and destination marketing (Zhang et al., 2019), adjust tourist offers to specific cultural needs (Perčević et al., 2018), understand visitor satisfaction (Huang et al., 2019), as well as to understand the influence of tourist cultural background on destination choice and travel group structure (Filimonau et al., 2018).

Using Country Comparison Tool available free online (The Culture Factor Group, 2024a), the three countries were selected and compared side by side based on each cultural dimensions. The cultural dimensions shown in Figure 5 were from Hofstede's four original framework, namely Power Distance, Individualism (i.e. Individualism vs Collectivism), Motivation towards Achievement and Success (i.e. Masculinity vs Femininity), and Uncertainty Avoidance (Adamovic, 2023), as well as the newly established dimensions, namely Long Term Orientation (Minkov et al., 2021) and Indulgence (Q. Guo et al., 2018). Figure 5 shows the standing of each country on Hofstede's Cultural Dimensions.

Figure 5 Hofstede's Cultural Dimensions



Source: The Culture Factor Group (2024b)

Figure 3.1 above is elaborated in the following descriptions on each Hofstede's cultural dimensions based on Country Comparison Tool (The Culture Factor Group, 2024b):

1. **Power Distance:** This dimension pertains to the degree to which individuals with less power in a society accept and anticipate that power is distributed unevenly within the social structure – it reflects on the cultural perspective on these inequalities among people. Power Distance refers to the degree to which the less powerful members of institutions and organizations within a country anticipate and accept that power is distributed unequally.

Australia (38) scores the lowest, which indicates a minimal hierarchical distinction between people with preference for decentralized distribution of power. On the opposite end, Indonesia (78) scores the highest that reflects heavily on hierarchy with expectations for control and direction from the higher ups. Poland (68) is also a hierarchical society, which implies that people accept a hierarchical structure where everyone has a specific place, and no further explanation is necessary.

2. Individualism: This dimension addresses the core issue of how much interdependence a society maintains among its members. In individualist societies, individuals are expected to take care of themselves and their immediate family only. In collectivist societies, individuals are part of 'in groups' that look after them in return for their loyalty.

Poland (47) tends to favour individualism, though not as much as Australia (73), which has a very high individualism score. In contrast, Indonesia (5) is a collectivist society, prioritizing group harmony and interdependence.

3. Motivation towards Achievement and Success (previously known as Masculinity vs Femininity): A high score (Decisive-oriented) suggests that the society is driven by competition, achievement, and success, where success is defined by being the best or a winner – a value system ingrained from school and continuing into organizational life. A low score (Consensus-oriented) indicates that the dominant societal values are caring for others and prioritizing quality of life whereby standing out is not considered admirable. The core issue with this cultural dimension is what motivates people: striving to be the best (Decisive-oriented) or enjoying what they do (Consensus-oriented).

All three countries have scores indicating a tendency toward Decisive orientation, but Poland (64) and Australia (61) lean more toward it compared to Indonesia (46). This suggests a higher emphasis on achievement, assertiveness, and material success.

4. Uncertainty Avoidance: This dimension ascribes to the reaction of a society in the face of future uncertainty. A high score indicates a strong inclination toward avoiding uncertainty. Countries with high Uncertainty Avoidance maintain rigid codes of conduct and beliefs, and they are less tolerant of unconventional behaviours and ideas.

Poland (93) has a very high uncertainty avoidance score, indicating a preference for structured environments and clear rules. Indonesia (48) and Australia (51) have lower scores, indicating a greater acceptance of uncertainty and a more flexible approach to rules and ambiguity.

5. Long Term Orientation: This dimension reflects on the societies' tendencies to link to the past while facing present and future challenges, with differing emphasis on these objectives. Normative societies, which score low on this dimension, prioritize maintaining traditional customs and norms and often resist societal change. Conversely, cultures with a high score adopt a more pragmatic stance, emphasizing savings and modern education to prepare for the future.

Australia (56) indicates a more pragmatic society with focus on future rewards and persistence. Indonesia (29) exhibits a deep respect for traditions, a relatively low tendency to save for the future, and a focus on attaining immediate outcomes, indicative of a more short-term normative orientation. Poland (49) leans both ways with no strong preference to either one.

6. Indulgence: This dimension assesses how individuals manage their desires and impulses, shaped by their upbringing. Indulgence refers to weaker control, whereas the opposite is Restraint indicates stronger control. Indulgence also indicate more positive attitude.

Poland (29) and Indonesia (38) have low indulgence scores, suggesting a preference for restraint and adherence to social norms. Cultures with low scores on this dimension often display cynicism and pessimism. In contrast, Australia (71) has a high score, reflecting a more indulgent and positive attitude with tendency towards optimism.

As the premise of this study is to investigate tourists' behaviour when the residents of the selected countries travel, the movement of tourists becomes pertinent. Australian Bureau of Statistics (2024b) cited a steep increase in Australian resident short-term departure by 63.4% from June 2022 of 621,150 trips to June 2023 of 1,014,950 trips. In June 2024, there is an increase of 7.3% of 1,089,510 trips. The three leading destination countries for Australians to visit in June 2024 were Indonesia (147,360 trips), New Zealand (77,760) and UK (65,090). In comparison, Indonesian residents travelled at an estimate of 7,520,000 trips in year 2023, an

increase of more than double from the previous year, with peak travel in July 2023 of around 800,000 trips (Badan Pusat Statistik, 2024). The leading destination countries for Indonesians are Malaysia, Saudi Arabia and Singapore. In 2023, Polish residents took 75.5 million trips, an increase of 1.5% from year 2022; with top three countries to visit are Italy, Spain and Greece (Główny Urząd Statystyczny, 2024).

With the relaxing of Covid-19 travel restrictions worldwide in 2022, a steep increase in trip volumes of 63.4% and over 50% in 2023 were recorded in Australia and Indonesia, respectively. Europe have relaxed its Covid-19 travel restriction earlier on and coupled with ease of travel for Polish residents in the EU countries, trip volumes are understandably higher than that in Australia and Indonesia. The data above confirm that residents of the three selected countries for this study have resumed travelling after the pandemic.

Participant Selection

Participants for this study are from three countries, namely Australia, Indonesia and Poland. There are 11 participants from each country with a total of 33 participants. Participants are selected using purposive sampling method. Criteria for each participants are:

1. Born and raised in either Australia, Indonesia (West Nusa Tenggara Province) or Poland;
2. Have at least a Bachelor degree;
3. Have employment (either employed or self-employed); and
4. Have travelled since post-pandemic Covid-19.

The first criteria correlates with the country selection based on Hofstede's cultural dimension framework. Additionally, potential participants from Indonesia were specified to have been born and raised in West Nusa Tenggara Province. Indonesia is a multi-ethnicity country of around 1,300 distinct native ethnic-groups that spoke different languages and some have different written form of alphabet (Na'im et al., 2010). Such diversity among the ethnic groups translate into distinct culture and cultural values. Typically, an ethnic group belongs and reside in one of the 38 provinces and have been so for many generations. Therefore, in order for uniformity with respect to culture and cultural values, only one province were chosen

out of 38 provinces throughout Indonesia. In contrast, Poland is highly homogeneous in terms of nationality and ethnicity, with national minorities comprising no more than 3% of the total population (Eurodyce, 2024). Therefore, there was no restriction on where in Poland the Polish participants were born and raised.

Australia, as of 2023, have an estimate of 30.7% of its population born outside of Australia (Australian Bureau of Statistics, 2024a). The top five countries of birth of Australian residents in 2023 are India, China, Philippines, UK and Australia (Australian Bureau of Statistics, 2023). The multi-cultural background of Australian residents are a testimony to the large number of migrations into the country with estimated migrant arrivals increased by 73% to 737,000 in 2023 from 427,000 arrivals just a year prior (Australian Bureau of Statistics, 2023). Due to this demographic situation, Australian participants that were interviewed for this study had to be those that were born and raised in Australia.

It is important to note that although purposive sampling method was undertaken for participant selection for this study, it was not purposively designed to select participants that have environmentally friendly behaviour. It is therefore coincidental that Dolnicar (2010) and Dolnicar, Crouch, and Long (2008) have identified some of the variables commonly used to identify environmentally friendly tourists, namely education, age, income and environmental concern. Lehmann (2020) also highlighted that a higher level of education in the population was linked to an increase in the sales of ‘green’ products.

This study selected participants with higher education qualification with the assumption that they may be exposed more to travel either for business or leisure due to higher potential income generated for graduates of higher education (Baltar, 2018). According to Baltar (2018), attaining higher education can be seen directly to increased earnings. Shafiq et al. (2019) further emphasize that individuals with higher education are considerably more likely to participate in the labour force, secure employment, and benefit from substantial earnings premiums. Participants were also asked to confirm whether they have travelled in the last four years post-pandemic Covid-19 and the number of times they have travelled.

Gender was not considered in this study, as Zhang (2020) noted, it does not directly affect green purchasing behaviour. Additionally, when gender was analysed in various studies, no significant effect on the relationship between attitude, perceived behavioural control, subjective norm, and green purchases were found. (Shiel et al., 2020; Sreen et al., 2018).

3.3 Data Collection

Potential participants were contacted through email, social media and word-of-mouth from February 2024. An online form was shared with potential participants with information on the set of criteria for the participants. They were asked to fill in the form with their details and preferred interview time slot if they are willing to participate and fit the criteria. Interviews were conducted online during two months period from April to May 2024.

Data were collected through in-depth semi-structured interviews that were conducted online using Zoom. In-depth semi-structured interviews allow for participants to share important themes that may be unexpected by the researcher (Barrick, 2020). Moreover, the conversational style typical of semi-structured interviews yields valuable insights into people's motivations, attitudes, beliefs, and the effects of policies or events in their lives (Adams, 2015; DeJonckheere et al., 2019).

The interview consists of two segments. The first segment intends to establish participants' level of knowledge and understanding on sustainable tourism and pro-environmental actions. The participants describe in detail the pro-environmental actions they conduct at home. This is intended to establish a base line on the actual sustainable behaviours the participants are accustomed to at home, as well as their level of environmental awareness. The second segment is designed to investigate whether the participants' behaviours, motivations or intentions before and during travel – based on their decision-making process and eventual choice – reflect on sustainable tourism and pro-environmental sentiments. The second segment is divided into seven domains of sustainable tourism, namely Travel, Transportation, Accommodation, Destination, Tourist Attractions, Food and Beverage, and Souvenirs. It is important to note that no specific questions were asked as to which internal and external factors may influence the participants' sustainable behaviour at each domain to avoid leading the answer. This study

intends to analyse the ensuing conversations highlighting the participants' personal experiences and actual behaviours while on holidays, to eventually determine the factors that influence the participants' sustainable behaviour as tourists.

Duration of the interview ranges between 55 minutes to 120 minutes. The interviews were recorded in audio format with transcription. Questions were asked in a conversational style. Although a set of questions were prepared, additional questions were asked to allow participants to explore and reflect on their answers.

3.4 Data Analysis

Data were analysed using thematic analysis, involving coding, categorizing, and identifying patterns and themes (Hensel & Glinka, 2018). Appendix 10 presents a code book created for the analysis. The software Excel was used to assist in organizing and managing the data. Thematic analysis is a qualitative research method that offers flexibility and can be utilised across various research questions, enabling researchers to identify and interpret the meanings within qualitative data, such as interviews, focus groups, or textual content (Walters, 2016). Fuchs (2023) emphasized further that thematic analysis in qualitative tourism research can provide valuable insights and contribute to knowledge advancement by capturing meaningful details and generating nuanced interpretations through iterative reading, note-taking, and coding techniques.

3.5 Participant Characteristics

There are 11 participants from each country. Total of 33 participants. The breakdown of participant characteristics can be seen below in Table 5. Australian sample has nine females and two males; seven persons with Bachelor's degree, three persons with Master's degree, and one with Doctoral degree. Age range for Australian participants are between 32 – 58yo with median age of 47yo.

Indonesian participants are represented by eight females and three males; with only one person with Bachelor's degree, six Master's degree and four Doctoral degree. Age range is

between 26 – 54yo with median age of 32yo. Polish participants are more equal in gender representation with five females and six males. Level of education consists of five Master's degree and six Doctoral degree. Age range is between 31 – 52yo with median age of 47yo.

Table 5 Participant characteristics

Australians					
Code	Gender	Age	Level of Education	Freq. of travel (in the last 4yr)	Employment
A.1	Female	58	Master's degree	10	Tourism
A.2	Female	44	Bachelor's degree	4	Primary Production
A.3	Female	32	Doctoral degree	22	Dentistry
A.4	Male	58	Master's degree	>10	Tourism and Community Development
A.5	Female	46	Bachelor's degree	8	Higher Education
A.6	Female	57	Bachelor's degree	4	Higher Education
A.7	Female	35	Bachelor's degree	2	Media
A.8	Female	46	Master's degree	1	Health
A.9	Female	50	Bachelor's degree	4	Law
A.10	Male	47	Bachelor's degree	10	Furniture Maker
A.11	Female	47	Bachelor's degree	9	Law
Indonesians					
Code	Gender	Age	Level of Education	Freq. of travel (in the last 4yr)	Employment
I.1	Female	26	Master's degree	10	Banking
I.2	Male	45	Doctoral degree	5	Higher Education
I.3	Male	31	Master's degree	7	Telecommunication
I.4	Male	29	Master's degree	19	Environment and Education Consultant
I.5	Female	41	Doctoral degree	3	Higher Education
I.6	Female	54	Doctoral degree	>10	Development
I.7	Female	32	Master's degree	>10	Education Consultant
I.8	Female	43	Master's degree	3	Higher Education
I.9	Female	31	Master's degree	>30	Indonesian Ministry of Foreign Affairs
I.10	Female	26	Bachelor's degree	3	Education
I.11	Female	46	Doctoral degree	3	Higher Education
Polish					
Code	Gender	Age	Level of Education	Freq. of travel (in the last 4yr)	Employment
P.1	Female	52	Doctoral degree	>20	Higher Education
P.2	Female	50	Master's degree	10	Business and NGO
P.3	Male	42	Master's degree	4	Administration
P.4	Male	42	Doctoral degree	5	Higher Education
P.5	Female	42	Doctoral degree	6	Higher Education
P.6	Female	50	Doctoral degree	12	Higher Education
P.7	Female	42	Master's degree	3	Public Administration
P.8	Male	48	Master's degree	3	Regional Administration
P.9	Male	31	Master's degree	8	Media
P.10	Male	48	Doctoral degree	10	Higher Education
P.11	Male	47	Doctoral degree	>20	Higher Education

4. Results

The semi-structured interviews conducted for the study were divided into two segments. In the first segment, participants were asked to rate themselves on their knowledge on sustainable tourism and pro-environment behaviours. They were then asked to describe what they know on the each topic. In order to further establish their knowledge on pro-environmental behaviour, participants were asked to describe any environmentally friendly actions that they do at home and the motivations behind those actions, if any. Participants were also asked if they encounter any pressure from their community such as rules and regulations regarding pro-environmental actions. The second segment of the interview focuses on the seven domains of tourism, namely travel, transportation, accommodation, destination, tourist attractions, food and beverage, and souvenirs. Participants were asked to describe their decision-making process and motivations for each domain, whenever relevant. Situation where it is not deemed relevant that arises during the interview such as if participants have dietary restrictions or religious restriction that prevent them from consuming certain food and beverages.

The format for result presentation in this chapter refers to the conceptual framework in Chapter 2. This Chapter starts by presenting results pertain to internal and external factors in all life domains. Based on the interview, participants either explicitly or implicitly elucidate the internal and external factors that affect their behaviour in general settings. The results presented in the first two main sub-headings, highlight general experiences of the participants concerning sustainability and sustainable behaviour primarily at home. These sections are presented as such in order to gain better understanding of their experiences, factors that may or may not be relevant to them in everyday life, as well as their general level of knowledge and awareness on the environment and what constitute a sustainable behaviour. Furthermore, understanding the effect of internal and external factors in everyday life domains assists in identifying behaviours and whether those behaviours, sustainable or not, are carried over in the tourism domains. This is then followed by presentation on results based on the interview questions on tourism domains, whereby participants' experiences as a tourist in each tourism domains are highlighted. A summary and conclusion on each factors and domains are presented at the end of the chapter.

4.1 Internal Factors Influencing Participants' Behaviour

4.1.1 Emotions

Emotions mentioned below are those that are evoked when participants speak of their concerns and feelings of responsibility toward the environment, and whether they are being environmentally friendly for the sake of future generations.

All of the Australian participants gave a resounding yes to feeling responsible to be environmentally friendly. Participant A.1 feels **desperation** and **determination** as well as **sadness** when she mentions the conditions of the rivers. Participant A.7 feels **worried** for the future of her children. Participant A.6 is **remorse** in her actions that according to her has not been environmentally friendly, as she would have hoped for. At the same time, she is **optimistic** for a better solution in the future that will eliminate the environmental woes.

All Indonesian participants claim to feel responsible for acting environmentally friendly as well. Participant I.9 recognises a surge of **optimism** to protect the environment while surrounded by nature, however will soon abandon this sentiment once return to her usual urban environment.

All Polish participants feel that it is their responsibility to be environmentally friendly. Feelings that are expressed among the Polish participants are majority negative emotions. Participant P.3 feels **desperate** and believes that he *“will not live to see any changes but I do it for my children”*. Participant P.5 is **frustrated** and feels **inadequate** that she can only do so much but still tries. Participant P.8 is **worried** about the future.

All of the Australian participants claim to be environmentally friendly for the sake of future generation and majority claim they are doing it for themselves too. As participant A.9 states *“not only for my children, but you know the remainder of my life”*. Participant A.7 is **worried** about how the world is going to be for their children in 40, 50 years, while participant A.2 went on to say they *“decide not to have children to not put more pressure on the system”*. A sense of **optimism** for the present is expressed below:

I hope that what I'm doing now I get to feel the effect of it. But if everyone sort of said, you know well, what I do is not going to make a change then I guess we'd be screwed. I guess everyone needs to do their bit in the hope that it will make a change. But if we all didn't do it then I don't know. But I'm not gonna not do it. Just because I personally don't see the effect. I'm just assuming everyone else is gonna do it because they will assume the same thing as me, and hopefully want the best for the rest of their life. [A.8]

Overall, majority of Indonesian participants agree that their environmentally friendly conduct is for the sake of future generation as well as the present, albeit indirectly for some of the participants. Participant I.5 prefers to think being environmentally friendly as a matter of **personal satisfaction**, and claims that thinking about the next generation is too far off. Similarly, participant I.10 shows preference on the *now*, as she is uncertain of the future.

I don't know. Maybe. We don't know how long this world is going to last. But if we can look after what we have now, I think that is a good thing. [I.10]

Majority of the Polish participants are **worried** about the future of their children and want to protect the environment for them. Participant P.6 describes how she has witnessed changes in the environment to be worse off than before and this **saddens** and **depresses** her. There is a sense of **inadequacy** that her actions, how ever important, is meaningless.

Yes. I think that is my main reason. I was born in the country and I am aware of the changes. I like to think myself as a scientist and I see the changes and the process. I am also sad and depress about it. Because individual actions are very important but I know they are not very effective. Because as individuals we can sort our rubbish but I don't know what happens next. [P.6]

A variety of emotions were expressed while speaking of the environment. Participant A.9 shows **desperation** with the people around her that do not share her sentiments in protecting the environment. Participant A.1 is really **sad** that she wasted rainwater by not collecting them off of her roof at her Indonesian house. Others express **guilt** and **discomfort** that although some aspects of their lives are environmentally friendly, however, other aspects are still lacking. *"I drive a diesel Hilux so that's not friendly but I'm plastic free"*, according to participant A.3. *"I very rarely will buy new clothes but I still use and consume plastics"*, says participant A.5.

As many in the world are slowly closing the chapter on COVID-19 pandemic, the effect of it may remain for longer after. Although only a handful of participants mentioned COVID-19 throughout the interview, it is interesting to note that COVID-19 indeed changed outlooks and create new emotions for many. Participant A.5 is driven by **fear** stemming from Covid-19 and

increasing frequency of natural disasters, in her decision making to limit her travels to shorter distance or domestically only. Two other Australian participants [A.8, A.9] feel **anxious** after COVID-19, however, this emotion propels them instead to travel further than they used to. The effects of COVID-19 are not always negative emotions as described by two Polish participants [P.5, P.11] that are **glad** for COVID-19 as it normalises online meetings.

In summary, emotions that are evoked by environmental concerns and feeling of responsibility towards the environment and future generation among the participants are divided into negative and positive emotions. Majority of the participants express negative emotions. Table 6 lists the total of emotions that are directly mentioned by the participants as well as those that are implied while conversing on the issue of environmental concerns.

Table 6 List of emotions evoked by environmental issues among the participants

Negative emotions					
Desperation	3	Inadequate	2	Disappointed	2
Sadness	3	Depression	1	Anxiety	2
Worry	4	Guilt	1		
Remorse	1	Discomfort	1		
Frustrated	1	Fear	1		
Positive emotions					
Determination	2	Gladness	2		
Optimistic	4	Personal satisfaction	1		

Source: Author compilation

Additionally, many participants, expressing guilt or concern on the carbon footprint they produce while travelling, claim that this emotion will not stop them from travelling. The desire and need to travel outweighs the negative emotions among many participants stemming from their motivation to travel. Nonetheless, there seems to be some life changing events that have altered motivation to travel - at least long distances - for some participants, i.e. COVID-19 or having children. At the same time, the same events have propelled other participants to travel even more. It is interesting to investigate further what other life events or life changing moments that could be responsible to change motivation and possibly the desire and need to travel among participants.

It will not affect my future travel plans. But I do feel guilty. But what can I do? [I.1]

I think I'm between concern and not concern. Because I want to have new experiences. So I guess the motivation to travel is stronger than my concern. [I.3]

I know that the biggest source of pollution in travelling is flights. But if I want to get to any destinations that I would like to get to and there was no possible way to get there with other transportation so I will fly. Even if I know it's not good for the planet. [P.2]

4.1.2 Habits

Habit is an automatic tendency or practice that one does normally without command. The initial question asked to the participants is whether the environmentally friendly actions that they do in general are of second nature to them. Throughout the interview, participants would mention other habit forming behaviour that is summarised in this section as well.

Most of the Australian participants believe that they have formed a habit with the environmentally friendly actions they do, especially with regards to waste management. Some participants went further by claiming that their actions are not only a habit but it is a **lifestyle** [A.5 and A.8] and there is **room for improvement** as they wish to have an electric car to be even more environmentally friendly [A.2]. Some participants admits that their environmentally friendly behaviour are driven by the **lack of money** [A.4] as they are **conscious of the water and energy bill** [A.7]. Participant A.8 lives on tank water in the countryside and understands that water is a finite source therefore their behaviour towards water consumption is one of **preservation**. Participant A.11 expresses their **experience with drought** that has **shaped their habit** in saving water. Participant A.11 uses a timer as a reminder when they take a shower, whereas participant A.8 have been living on tank water for so long that taking short showers together as a family is a normal thing as tank water is a finite water resource.

Coincidentally, nine out of eleven Indonesian participants have had the experience of living abroad in England, Germany, Poland, USA, Japan and Malaysia for a long period of time for education purposes. Mostly express behavioural change and habit formation with regards to waste management were adapted during this time abroad.

Participant I.3 expresses that “*it took time to build the habit*”. Some participants state that their habits are formed because they are **conscious about the bill** [I.6, I.9] and to be **frugal** [I.11]. In their effort to save water bill, participant I.9 started to form a habit of using only a

cup of water to brush their teeth at home and now admits that *“in fact I have been travelling and staying at hotels, and I find myself keep using the cup to brush my teeth. I find it more convenient now than to just leave the water running”*.

Other Indonesian participants admit that some aspects of being environmentally friendly have not become a habit, such as water consumption, because they would leave the water running as the water bill in Indonesia is relatively low.

All Polish participants claim that segregating waste, being mindful with electricity and water consumption, using less plastic when possible, are of second nature to them. Furthermore, some participants describe how creating these positive habits as **a process of self-learning and self-improvement**.

In summary, there is a tendency for some participants that have mastered certain environmentally friendly actions to wanting to do more as they believe there is room for improvement. In essence, they push themselves forward and challenge the status quo around them. Many took it upon themselves to be the guardian of good environmental habits for people in their immediate vicinity [A.5, A.9, I.11, P.2, P.3, P.7].

Most notable is the driver of these positive habit formations for many, such as lowering water and electricity consumption, is the financial pressure to lower bills and not necessarily out of conscious effort to save the environment. Live experiences related to drought as well as relying solely on rainwater catchment also helped shape the habit formation for some participants especially in Australia. Interestingly, some Polish participants [P.3, P.6] commented on their elderlies and those that grew up in the 80ies in an era of economic difficulty in Poland forcing them to be frugal with what little they have available for them at the time. However, now that Poland have enjoyed open economy and become more prosperous, the older generations are becoming less conscious with their electric and water consumption as they want to enjoy living in comfort. One Australian participant living half the time in Indonesia mentioned that she does not *“spend a lot of time thinking about the water consumption”* when in Indonesia, adding, *“to be honest, I don't care very well about my water*

here because I find we have so many restrictions in Australia. I enjoy that I don't have them here. Maybe because Indonesia seems to have quite a lot of water. I'm not really sure”.

One can draw conclusion that living a life of environmentally conscious efforts may be identical to less comfort and more work. However, for some participants, these conscious efforts can be elevated and interpreted as a lifestyle rather than a chore. Furthermore, experienced similar environmental problems among participants do not guarantee similar behavioural outcome, especially when exposed to different environmental conditions.

4.1.3 Perceived Behavioural Control

Perceived behavioural control refers to an individual's judgment of their ability to perform a specific behaviour based on the degree of control and confidence in carrying out the specific behaviour. Participants were asked of any environmentally friendly actions that they carry out at home and work. The ease in which the participant presents the actions they carry out, as well as the variety and details described on these actions portrays the participant's control and confidence in performing pro-environmental actions at home and work.

All Australian participants present a smorgasbord of pro-environmental actions that they carry out at home and work beyond merely separating household waste and turning the lights off when not needed. Participant A.1 recycles bottle tops and reuse old cloths; Participant A.2 would purchase in bulk to reduce packaging; Participant A.3 will not purchase vegetables wrapped in plastic but instead gets a weekly delivery from the local farmers in cardboard box; Participant A.4 grows his own vegetables; Participant A.5 puts solar panels in her efforts to reduce reliance on on-grid energy and will not buy a cup of coffee in plastic cups at work if she forgot to bring her coffee mug from home; Participant A.6 understands that government policies can impact the environment, therefore, she gets involved in government surveys on environmental issues in her area; Participant A.7 makes sure that the wet wipes for her children are biodegradable; Participant A.8 produces excess energy from her solar panels to feed back into the grid; Participant A.9 bought a very environmentally friendly house that has a 7 star rating (passive house); Participant A.10, as a furniture maker, minimize waste and use products that have a minimal environmental impact; and participant A.11 uses shower timer to monitor

time spent in the shower, and her company only works with those on equivalent CSR initiatives because “*we're on a tier of corporate social responsibility*”. Additionally, some participants feel they can do more than what they are currently doing right now, however, they are limited by finances. As one Australian participant describes, “*We would like to do more like getting an electric car but they are extremely expensive right now ... Being environmentally friendly do cost a lot of money*” [A.2].

Indonesian participants, on the other hand, are rather restrained in their pro-environmental efforts. Majority of the Indonesian participants mention throwing their rubbish in its proper place (not necessarily separating the waste), and turning lights off when not needed, as their form of environmentally friendly actions. During the interview, most Indonesian participants need to be directed into exploring the possible pro-environmental actions that they do at home. Participant I.3 always brings his own tumbler anywhere, as well as participant I.10 that brings her own coffee tumbler and metal straw to put her coffee in when she goes to a coffee shop. The ease of conducting pro-environmental activities for some Indonesian participants are also still lacking. Some recognise the discrepancies between intention and reality. Participant I.8 states, “*I try to reduce my plastic use but I can't avoid it. I want to separate my waste but the garbage people don't have this system so they will just mix it all again. I try to turn off all my electric machines but sometimes I forget. When I shower I also keep the water running. So that's why I'm just a 3 because in practice (my environmental actions) still 50:50*”.

In comparison, Polish participants are at ease when describing their pro-environmental actions at home. The variety of activities they conduct go beyond separating household waste and turning the lights off. Participant P.1 became a vegetarian for environmental concerns, and creates pro-environmental initiatives at work; Participant P.2 has solar panels and plans to purchase electric car in the future; Participant P.3 reuse the water after washing fruits and vegetable to water the plants; Participant P.4 walks to most places in the city, and encourage colleagues at work to not print and send documents via email instead; Participant P.5 prefers to cycle everywhere when possible, and buys the most eco sustainable packaging that tends to be more expensive; Participant P.6 avoid using cars and claims to have plastic bag phobia; Participant P.8 doesn't wash mugs after drinking coffee or tea, and prefers to air out clothes if

not stained; Participant P.11 doesn't eat red meat for environmental purposes, opts for cycling, and does not put Christmas lights out because it is a waste of electricity.

Some Polish participants recognise that they only do limited actions. Participant P.7 thinks she can be better with her efforts because at the moment she only separates the waste similar with participant P.10. Participant P.9 claims to only sort his garbage and is mindful with electricity consumption. However, his water consumption is too high because he loves long showers. *"I tried to change it but I can't"*, according to participant P.9.

In terms of the degree of control, confidence and variety of pro-environmental actions conducted at home and work, Australian participants are more at ease in carrying out these actions at wider range covering multitude of aspects. This is then followed by Polish participants, whereby majority of the participants are well versed in carrying out varied pro-environmental actions with the exceptions of three participants. Overall, the Indonesian participants mention the least pro-environmental actions that they personally do at home and work. In summary, Australian participants are perceived to have more behavioural control compare to Polish and Indonesian participants.

4.1.4 Perceived Consumer Effectiveness

Perceived consumer effectiveness in this research refer to participants' perception that reflects their belief that their pro-environmental actions can make a meaningful difference in addressing environmental issues. The degree of consciousness in carrying out these actions and personal acknowledgement on the importance of the task at hand reflect upon these beliefs.

Participant A.8 voiced her opinion on hoping that her actions can make a difference for the environment as can be seen below:

I hope that what I'm doing now I get to feel the effect of it. But if everyone sort of said, you know well, what I do is not going to make a change then I guess we'd be screwed. I guess everyone needs to do their bit in the hope that it will make a change. But if we all didn't do it then I don't know. But I'm not gonna not do it just because I personally don't see the effect. I'm just assuming everyone else is gonna do it because they will assume the same thing as me, and hopefully want the best for the rest of their life. [A.8]

Participant I.1 voices similar opinion in that she believes that small pro-environmental actions make a difference; *“If one person can make this action, and then other people hopefully will see and make it as an example, and then will also follow. Like my experience seeing what other people are doing and I do it too”*. Participant I.10 is of the mind that *“if we can look after what we have now, that is a good thing”*. Whereas, participant I.3 voiced his concern that as an individual he has no power, however, collective action may be more successful:

So I think a collective guilt can push the airline industry to use better fuel that produce less carbon emission, or better technology. So it has to come from the consumer. Individually I don't have the power, but collectively maybe. [I.3]

On the other hand, although participant P.9 does feel it is his responsibility to be environmentally friendly to a degree, he believes that it should be collective responsibility. He states that *“solution should be systemic”*. Participant P.9 summed up his statement below:

If being environmentally friendly means being a little less comfortable, I think a lot of people will do the right thing. But if it's turning your life upside down, I think only extreme people would do that. [P.9]

Overall, not many participants directly voiced their opinion or belief on whether the pro-environmental actions they carry out can make a meaningful change to the environment. However, it can be inferred that participants' continuous actions with their pro-environmental behaviour and recognition for improvement in other areas of life, are a reflection on the participants' belief that what they are doing is meaningful and useful. Otherwise, doing the bare minimum would suffice. Based on this notion, it can be inferred that Australian participants may perceive their pro-environmental actions to be meaningful compare to Polish participants and especially Indonesian participants due to the Australian participants' extensive pro-environmental actions.

4.1.5 Values and Personal Norms

This section looks at participants' environmental values and their personal norms on the issues of environment and pro-environmental actions. This study identifies the participants' pro-environmental actions to establish their environmental values and personal norms.

Majority of Australian participants establish pro-environmental actions in their daily lives, with some involving high investment sustainable purchase, namely solar energy system, electric and hybrid cars, and a passive house. Overall, when the Australian participants are asked the environmentally friendly things they do at home, majority gave a detailed list and explanation whilst reflecting that “*there is room for improvement*” [A.2] and “*I could do more*” [A.9].

Collectively among Indonesian participants, the level of pro-environmental actions are basic in that the majority understands to throw their garbage where it belongs, to turn off and unplug electrical equipment when not being used, and to make small investments on reusable water bottles and metal straws. Majority are also driven to limit their electricity and water consumption to save money and not necessarily because of environmental concerns. Price remains the main driver for many in their decision to perform an environmental action.

Polish participants are well versed with their daily pro-environmental actions. Many also show a strong sense of environmental value in their decision making process by refraining from long distance travel for short time only taking into consideration their carbon footprint.

In conclusion, across the board, all participants have a certain level of environmental values and personal norms in maintaining a good environment. However, some are constraint at financial, availability and accessibility to do more.

4.1.6 Trust

The term trust refers to an expectation or belief that green products or services that the participants purchase or engage in have positive impact on the environment. In order to focus the analysis, this study specifies a particular service, i.e. carbon emission offset sold by airline companies, to determine the participants’ level of trust in this service.

Majority of Australian participants indicate that they have purchased the carbon emission offset either occasionally or as often as possible. However, trust in the product is not the main driver for them. In fact, those participants that purchase the offset are sceptical whether “*ticking the box*” actually made a difference for the environment citing; “*I do think about the proof or*

evidence of it” [A.2]; *“I don't even know if I believe this”* [A.3]; *“I never quite understand it”* [A.6]; *“Every time I pay it I just think, how much is this actually offsetting?”* [A.8]; *“Maybe I’m a bit sceptic about how effective and transparent it actually is”* [A.10]. Three Australian participants claim that they purchase the offset *“to make me less guilty”* [A.5], *“gives me a little bit of a warm, fuzzy feeling”* [A.8], and *“to manage my guilt (and) I feel it justifies my travel”* [A.11].

Almost all Indonesian participants have never seen or even heard of carbon emission offsets offered by airlines. Mainly due to flight booking applications in Indonesia do not provide this option on their applications. The website of Garuda, the top airline company in Indonesia, also does not provide this option. Although some participants that are currently living abroad have also not seen this option offered on the European budget airlines, except for one person [I.9] but she opted not to tick the box as she knows nothing about it. Participants I.3 and I.7 mentions that Gojek (a popular online transportation app) have a box to tick in for green actions. Participant I.3 have only ticked this option once despite being a regular user of the app citing, *“I can’t really see the impact”* [I.3]. Participant I.7 claims, *“In the past I would tick this box but recently I am questioning the use of this money. There is no report on what they are doing with it. So I am very sceptical about this now”* [I.7].

9 out of 11 Polish participants stated they have never purchased the carbon emission offset at all with some citing *“lack of trust”* on the product [P.2 and P.5], *“uncertain with the use of fund”* [P.6 and P.7], *“it’s just for show”* [P.9], *“the carbon emission offset price is just greenwashing”* [P.10], and *“this is tricky thing on the side of these large companies”* [P.11]. Whereas, only two participants that have purchased carbon offset at least once claiming, *“it’s not my habit to do this”* [P.1], and *“it’s kind of an impulse buy”* [P.6].

In summary, majority of the participants cite lack of transparency and information from the airlines and Gojek on the fund, as well as their lack of knowledge and understanding as the main reasons for their scepticism. There are certainly lack of trust on the carbon emission offset programs among the participants mainly due to lack of transparency on the use of collected fund.

4.1.7 Knowledge

Participants share their knowledge on sustainable tourism, the three-pillar framework, pro-environmental actions and behaviour, as well as environmental issues they may face directly or indirectly. In order to better discern the results, terminologies used by participants that are interpreted as certain level of knowledge are conscious and aware, among others.

) Knowledge on Sustainable Tourism

The Australian participants rate themselves on a scale of one to five on their knowledge of sustainable tourism ranges from 1 to 3.5. Only one participant rate himself at 3.5, four participants at a solid 4 point, five participants at 2 to 2.5 points, and one at the low end of 1 point. More than half of the Australian participants share their understanding of sustainable tourism. Participant A.1 states that sustainable tourism is “*green tourism and run by locals*”. A.2 and A.8 also gave emphasis on local communities exerting that “*no extra pressure on community*” [A.2] and “*benefits the locals*” [A.8]. “*Reduce consumption*” and “*less plastic usage*” were voiced by A.3 and A.7 in their explanation of sustainable tourism.

Furthermore, participants A.2, A.9 and A.10 describe sustainable tourism in terms of the transportation to get to the destination. Choosing green options, according to participants A.2 and A.5. Participant A.6 states that “*it is our duty to know about sustainable tourism*”. Whereas A.11 express that through their line of work at organizing events, sustainable tourism is “*an emerging trend*” whereby “*more people are looking for sustainability and how to reduce their carbon footprint*”. Participant A.10 describes sustainable tourism below:

My understanding of sustainable tourism would be taking in a lot of factors. The impact of certain activities or operations on their local environments. Whether it's, I guess, a resort or something like that. I guess just **the form of getting there. Further away** a destination is, I guess I would view that as being a **maybe less sustainable**. [A.10]

Indonesian participants rate themselves from 2 to 4 on their knowledge of sustainable tourism. Out of 11 participants, three participants rate themselves at 4 points, six participants at 3-3.5 points, and two participants on 2-2.5 points. The three participants that rate themselves

at 4 points have professional experiences working on environmental issues through teaching, research and practical application through local village developmental programs.

Majority of the Indonesian participants describe sustainable tourism in terms of the environment and nature whereby “*tourism activities should not be dangerous to the environment*” [I.4] and “*brings value to the nature and the people around*” [A.3]. Furthermore, participant I.1 states that “*people should benefit by taking care of the environment*”. Participant I.2 expresses their understanding of sustainable tourism in terms of the choice of transportation that emits less carbon “*like using train rather than plane*”.

Other participants such as participant I.6 exerts the importance of “*educating and involving locals*”, participant I.8 refers to the use of “*reusable materials and eco-friendly things*”, and participant I.11 expresses “*continual access*” to tourism in their description of sustainable tourism. Participant I.9 states below:

I think sustainable tourism is a huge topic because I think this is not just talking about the tourism attractions but also the people in the industry, the ecology [environment], the government. Many things. [I.9]

Polish participants rate themselves between 2 to 4 points on their knowledge of sustainable tourism. Only one participant admits to a low point of 2, and two participants choose 3 points. The remaining majority of eight participants choose 4 points.

Majority of the participants are seemingly very knowledgeable on the topic as they define sustainable tourism in terms of travelling with some citing “*it's a way of travelling without CO2 or at least minimising your CO2 emission*” [P.4], and “*When you travel, you should take consideration on the way you travel with less contamination*” [P.6]. On accommodation, they mentioned “*choosing hotels that has a sustainable tourism policy. Not using one towel per day, for example*” [P.5], and “*to use local accommodation instead of global chain corporation*” [P.7]. Overall, majority of Polish participants refer to sustainable tourism as the type of tourism that is kind to the environment, does not dramatically alter the environment, and gives benefit and development to the local people and preserving their culture.

In summary, only half of the Australian participants provide understanding of sustainable tourism. Among them, entails making choices on greener form of transport, greener accommodation, less impact on the local environment, and benefits for the local community. Majority of Indonesian participants, on the other hand, mention protection of the environment, added value to the local people and community through education and financial gains, form of transport, as well as government involvement, among others. In addition, all these aspects should work together to be able to continually benefit from tourism. Majority of the Polish participants provide deeper explanation on their understanding of sustainable tourism. Overall participants mention the need to protect the environment by using transportation that produce less carbon footprint, choosing accommodation that applies sustainable practices and locally owned, as well as bring benefit to the local people.

The deeper understanding provided by Polish participants is reflected on the relatively higher rating they have given themselves on their knowledge in sustainable tourism, with eight participants rated at 4 points. Compare this with the Australian participants at the highest of 3.5 points for one participant, and less than half participants at 3 points. Indonesian participants also show consistency between their overall understanding of the issue and their ratings.

) Knowledge on Three-pillar Framework

Only one participant suggested that she has heard of the three-pillar framework:

I know a little bit about it. Because I'm a teacher at TAFE, and I used to be the team leader for the Tourism and Hospitality section. [A.6]

Majority of the participants either have never heard of the three-pillar framework, or have heard of it although cannot recall what it was. Participant I.2 is the only participant that confidently describes the three-pillar framework as referring to “*economic, environmental and local community*”. Participant I.4 states the following:

My knowledge about sustainable tourism came from experience. So about the theoretical knowledge, I don't really have (knowledge). [I.4]

Only two participants have knowledge and understanding of the three-pillar framework. Participant P.1 draws similarity between this and the pillars in sustainable development, while

participant P.2 admits that their foundation is based on five pillars with three of them derived from the three-pillar framework.

To summarize, the three-pillar framework is not well known out of the realm of researchers working on sustainable development and tourism. Practitioners in the tourism industry also lacks knowledge of this concept. Albeit the lack of popularity of this concept by name among the participants, majority demonstrate some level of understanding encompassing economic sustainability for the local community, protection of the social and culture of the local community, and protection of the environment, both at the destination and globally caused by transportation.

) Knowledge on Pro-environmental Actions and Behaviour

Participants are asked to rate themselves on a scale of 1 to 5 on their knowledge of any pro-environmental actions, and how they obtained the knowledge. They are then asked to rate themselves on a scale of 1 to 5 on their actual behaviour in being environmentally friendly and to elaborate what pro-environmental actions they apply at home and or work.

On the topic of knowledge on environmentally friendly actions, the rating for Australian participants ranges from 2.5 to 4 points. Five participants rate themselves on their knowledge at 4 points, five participants rate themselves at 3-3.5 points, and one participant at 2.5 points. In general, the Australian participants are confident in their knowledge on what pro-environmental actions are. The knowledge on pro-environmental behaviours were acquired among others through reading and watching the news and documentaries, listening to podcasts, subscription to conservation magazines, social media (Facebook, Instagram) and the internet, scientific papers, peers, work, and education but mostly informal education.

Indonesian participants rate themselves moderately with five participants rate themselves at 4 points, four participants rate themselves at 3 points, and the remaining two participants rate themselves at 2 points. Eight participants state social media as their source of information on their knowledge of environmentally friendly actions, namely participants I.1, I.3, I.4, I.5, I.6, I.8, I.9, and I.10. YouTube, Instagram, TikTok and X as among the internet and social

media forums cited. Participants I.1 and I.9 also cite their personal experience from daily life, such as going to café and seeing advertisings, and from travelling, respectively, as their source of knowledge.

Several Indonesian participants obtain their knowledge in relation to their professional experience through academic research, seminars, posters and environmental campaigns. Participant I.7 states that overseas schooling, volunteering and current participation in foundation help them form knowledge on environmental actions. Participant I.4 conduct research on environmentally friendly actions and best practices to apply in a village currently developed by their Foundation to achieve sustainable tourism. Participant I.11 has second hand exposure from listening to the discussions by her husband's environmental group.

In comparison to other country participants, the Polish participants rate themselves considerably higher on their knowledge of environmentally friendly actions. Two participants rate themselves at 5 points, with participant P.2 stating *"I think I'm quite conscious. Maybe this knowledge is not very scientific but I think I have pretty good knowledge"*; six participants rate themselves at 4 points, and the remaining three participants at 3 points. Participant P.6 at 3 points claims, *"In general terms I have knowledge of what they are. But I don't know if they have been made into action. Theoretically I know what should be done"*.

Several participants obtain their knowledge through their professional lives having previously worked in sustainable development projects and research [P.1], creating environmental protection programs and education [P.2], and *"made some news materials on the topic and ecology"* [P.9]. Majority of the Polish participants gather their knowledge on the topic through online, namely google, social media such as Instagram [P.6], newspaper and radio, as well as through conversing with more knowledgeable colleagues and friends. Participant P.6 states:

This is not my professional interest, but when it comes into my feed, I will read it. It's my personal interest and in my opinion we should be responsible and interested in it. [P.6]

On their actual pro-environmental behaviour at home, Australian participants rate themselves from 1 to 4.5 points. One participant at 4.5 points, one participant at 3.5 points,

seven participants at 3 points, and the remaining two participants at 2 points. Participant A.2 is a sustainable farmer living off grid for both electricity and water, maintains the land, and their business model is end-to-end sustainability. Several other Australian participants also use solar hybrid panel, as their source of energy; live off water catchment for their only source of water; and majority are very conscious of their plastic usage. Some participants go to farmers market to buy local produce [A.2, A.3, A.4, A.5, A.11], and get weekly delivery from the local farmers [A.3]. Two participants grow their own vegetables [A.1, A.4]. Participant A.9 purchase a passive house that can maintain a stable temperature during the different seasons without using wasting energy. Other pro-environmental behaviour they do at home is, among others, to separate their garbage, recycling, reuse, composting, opting for second hand clothes and furniture, and using environmentally friendly cleaning soaps and detergents. Participant A.10 explains his stance on limiting water consumption below:

I grew up on tank water on the Sunshine Coast. So I guess I just grew up learning to be more frugal with water. And then again, I've just always been cognizant. Australia is a very dry place. But I realize, you know, one of the environmental impacts of water usage is not just the simple finite availability of water, but it's the energy and costs associated with processing it. So, you know, even though there might be an abundance of water, it's still not necessarily an environmentally smart thing to use copious amounts of water, I guess. [A.10]

On their actual behaviour regarding pro-environmental behaviours, one Indonesian participant [I.2] initially rate himself at between 4 to 5 points. However, throughout the interview, participant I.2 reflected on his initial rating, contemplated whether he was being too confident, and reduced his own rating to 3 points. The last tally, four participants rated themselves at 4 points, six participants rated themselves at 3 points, and one participant at 2.5 points.

Most participants claim to be mindful with their water and electricity consumption by turning water on while rinsing only, using washing machine at the shortest duration and full capacity, sharing one AC in the apartment by opening doors, and doesn't use rice cooker anymore but cooks on stove top on gas. Several participants mention that they bring their own shopping bag, own water tumbler and own coffee tumbler. Participant I.7 claims to only buying clothes from companies that promote sustainability, however, is weary about green washing. Participant I.7 also promotes the use of double-sided paper at work, and purchases second hand

furniture for the office. Participant I.5 says she consumes more plant based food although not a full vegetarian as part of behaving more environmentally friendly.

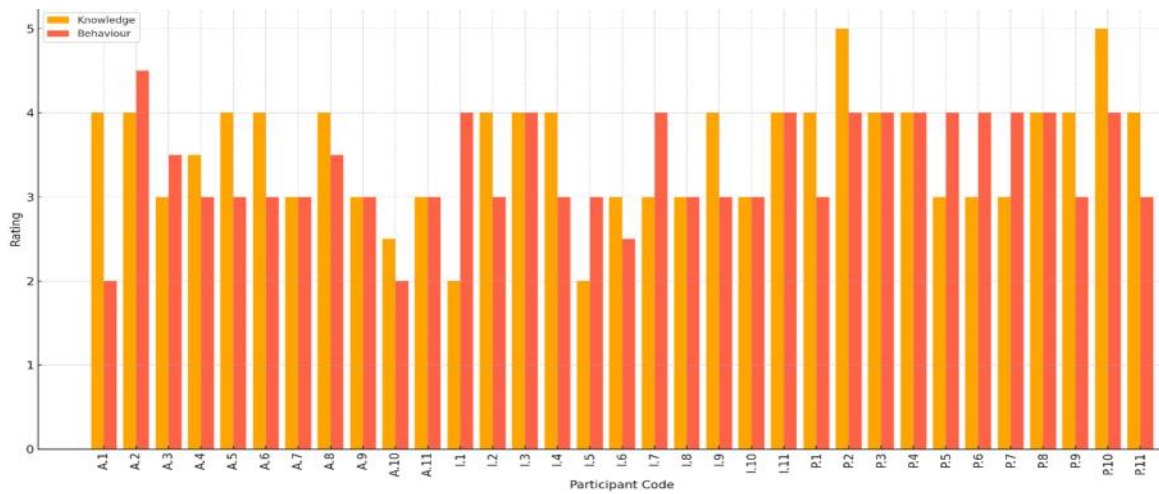
All participants claim to throw rubbish in the rubbish bin, however, many participants do not separate their waste at home with participants I.2, I.5, I.6, and I.8 stating due to waste separation pick up system does not exist in their neighbourhood in Indonesia. They claim that waste separation at home is futile, as the garbage collector would mix all the rubbish they have separated during collection anyway. Participants I.3, I.4 and I.10 separate the plastic bottles for the *pemulung* (scavenger) to collect from their house.

Majority of the Polish participants rate themselves at 4 points when questioned about their actual environmentally friendly behaviour. Most notably, participants P.2, P.3, P.4, and P.8, either aim or hope to be at 5 points, admitting there are “*still room for improvement*” [P.3]. Participant P.8 went further and admits, “*You cannot focus your life only on that. So maybe 3 or 4. Better 4. Having a family also changes everything*”. Participant P.1 admits to “*do some environmentally good things but also not so good things. That's why I am a 3*” [P.1]. In total, eight Polish participants are at 4 points, and three are at 3 points.

In terms of environmental friendly actions at home, majority of the Polish participants have changed their previous habit of purchasing water bottles for their drinking water consumption at home to either using filtered water jug or drinking straight from the tap, as well as segregating their household garbage. Certain efforts that participant P.1 have undertaken as an environmental friendly behaviour is to become a vegetarian, as with participants P.6 and P.11, citing the damage meat industry is causing to the environment. Saving water is also a priority for many participants citing preference for showers instead of baths, and dishwasher instead of hand washing dishes. Participant P.5 further claims to “*not flush the toilet when only doing number one*” at home. Only participant P.9 admits to having a high water consumption as he “*love long showers*”.

In order to draw a comparable analysis between knowledge and actual behaviour of the participants, Figure 6 summarises the ratings as can be seen below.

Figure 6 Knowledge and Behaviour on Pro-environmental Actions



Source: Author compilation

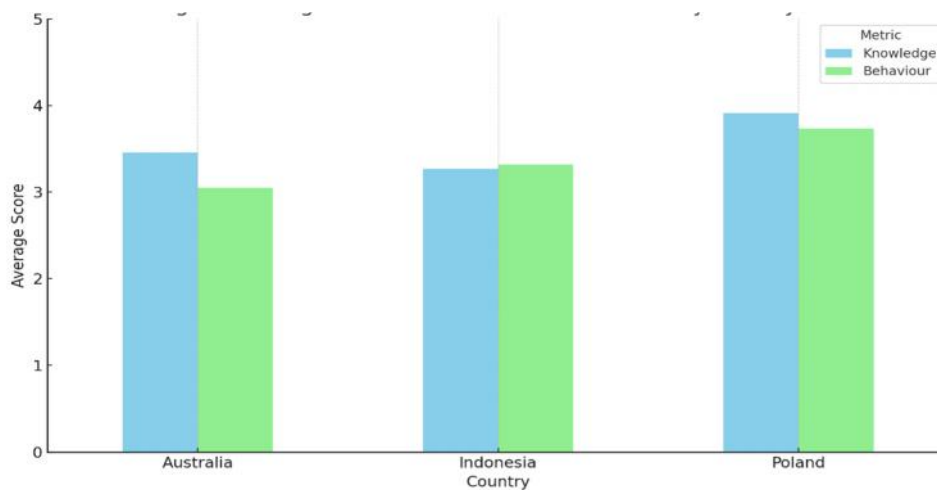
Figure 6 shows that among Australian participants, the ratings on their knowledge on pro-environmental actions are relatively higher than their actual behaviour, with the exceptions for A.2 and A.3. The discrepancy between knowledge and actual behaviour for A.2 and A.3 is very slight at 0.5 each. It is possible to conclude that for Australian participants, their knowledge on pro-environmental actions correlates with their actual pro-environmental behaviour.

In the case of Indonesian participants, however, three participants [I.1, I.5, I.7] rate themselves higher on their actual behaviour than their knowledge on pro-environmental actions. Participant I.1 shows a difference of 2 points, participant I.5 and I.7 at 1 point each. Similar occurrence for the Polish participants with three participants [P.5, P.6, P.7] rate themselves higher on their actual behaviour compare to their knowledge on pro-environmental actions.

Whilst this result is open to interpretation, observing the responses by each participants on their actual pro-environmental actions reveal that Indonesian participants are limited in their efforts compare to Australians and Polish participants, with Australians describing the most variety and higher level of investment on their pro-environmental actions at home. There is an indication of a potential self-inflation among Indonesians on their self-assessment in their

actual pro-environmental actions at home. Further evidence can be seen in Figure 7 below. Figure 7 shows the average score for each participant country. The figure shows that on average Indonesian participants rate themselves even higher on their actual behaviour than their knowledge of pro-environmental actions. On average, Polish participants rate themselves highest in both knowledge of and behaviour in pro-environmental actions compare to Australians and Indonesians. Although collectively Polish participants describe an extensive pro-environmental actions at home, Australians are still more intensive and extensive in their pro-environmental actions by comparison. This indicates that Polish have higher self-assessment than Australians do. Interestingly, Australians with highest actual pro-environmental actions have on average assessed themselves lowest compare to Polish and Indonesians. Participant A.8 sums up the balance between knowledge and actual action, “*the knowledge is there, but the ability to do things as I want them to be done is time dependent*” [A.8].

Figure 7 Average Knowledge and Behaviour on Pro-environmental Actions



Source: Author compilation

In the case of high self-assessment compare to the actual pro-environmental actions among Indonesians, a possible interpretation is the expanse of knowledge on environmentally friendly actions are actually limited, therefore when actual actions are assessed based on the limited knowledge, any basic pro-environmental actions that are eventually carried out may seem high.

This is the opposite of the saying, *the more you know, the more you know you don't know*. Another possible interpretation is the lack of available facilities in Indonesia that can systematically handle proper waste segregation, conducting the basic waste segregation at home regardless seem like an achievement.

4.1.8 Other Individual Variables

Some participants reflect on their personal life choices and experiences that have contributed to their overall sustainable behaviour. Australian participant A.2, for example, recently gave up city life for country life in Tasmania, living off grid farming ducks in sustainable manner. This life choice has propelled them into becoming pro-environmental decision makers at every turn.

COVID-19 pandemic has significantly shook the core of some Australian participants, influencing their decision making process. Participant A.5 is fearful for travelling long distances, however, participants A.8 and A.9 are embracing the world. Some Indonesian participants express their life experience living abroad [I.1, I.2, I.11] for extended period of time has formed their view on sustainable actions, thus to some degree helped shape their environmental behaviour. Participant I.2 shared on his current habit to bring garbage home was from his time living in Japan.

4.2 External Factors Influencing Participants

External factors for this study are broken down into two sources. The first source of factors is based on macro-environment, including the political and legal, economy, society, technology, and natural aspects. The second source of external determinants are those factors imposed by the industry such as price, availability, product attributes and quality, store-related attributes, brand image, eco-labelling and certification, and other situational variables. Below are responses from the participants that correspond to the following external factors.

4.2.1 Political and Legal Factors

This study summarizes any current government policies and regulations that exist in each country participant as well as any issues arise or pertain to the policies. This study also notes participants' comments on where government actions are needed for the community to adopt sustainable behaviour.

Several Australian participants have solar panel installations either as their only source of energy, or for hybrid energy source. Participant A.2 comments on the initial high price they had to pay for setting up off-grid solar panels, however, they are currently saving money as the consequence. Nonetheless, participant A.9 points out the **falling out of favour** for solar panels *“because there's **not so much rebates** anymore”* due to *“**corruption** going on in the buyback”* [A.9].

Some governmental issues that are raised by Australian participants include unpopular sustainability initiatives among the poorest Australians [A.6], and lack of initiative or action by Australian government to implement soft plastic recycling facility [A.2]. Participant A.6 describes that majority of her family members from Victoria are right wing conservatives that do not believe in climate change despite the continuous bush fires. They also tend to **reject sustainability initiatives** as these would mean **higher petrol price** to reduce consumption and emission, however, their livelihood and geographical region of the outback depends highly on petrol. This would mean the sustainability initiatives would increase cost of living even more for already some of the poorer people in Australia. Participant A.6 also mentions the lack of public transportation in Sunshine Coast that *“forces everybody to drive everywhere”*, adding this *“should probably be one of the important political things that politicians here should think about”* [A.6]. Participant A.10 as a fisherman aficionado often hears of industrial accidents in Melbourne that have impacted the waterways. According to participant A.10, *“There's a lot of regulation in place, but they maybe are not necessarily enforced very well”* [A.10].

Policies yielding favourable results including a push to use public transport in Sydney that participant A.9 fully supports; development planning regulations in Sunshine Coast that are strictly implemented and monitored, and government and council regulations on **waste water**

management according to participant A.6. Participant A.6 explains that 40 years ago the rules allow for your plumbing to go into storm water. *“Now they go around and check to make sure that everybody's plumbing goes into the sewage not down the storm water drain so it doesn't go immediately into the ocean”* [A.6].

In the case of Indonesian government, several participants with knowledge on government policies and regulations provide detailed explanation on what these policies and regulations entail. Majority of the time, these regulations are not enforced due to poor socialisation and lack of implementation. Previous Vice Governor of West Nusa Tenggara promote her flagship program, Zero Waste. It is unclear whether it is a recommendation or a guideline, or an actual government regulation [I.4]. Participant I.7 also explains in detail a City Regulation on *“setting fire to the rubbish in the housing area, or throwing carcasses into the river”* that can be fined up to 50 million Rupiah or 6 months in jail, which she added sarcastically, *“obviously this is not enforced”*.

Indonesian participants resoundingly agree upon the need for the government to create a systemic segregated waste disposal in Lombok, which is so far non-existent in most neighbourhoods. This lack of proper system does not incentivise people to separate their garbage. Many Indonesian participants deemed separating their waste a futile effort as the garbage men would mix them again.

Majority of Polish participants are positive on some government policy and regulation. Polish participants describe waste regulations in their area that are strictly enforced by the town councils. A special bag is used to segregate plastic and glass waste in some neighbourhoods that the household will be financially reimbursed for their effort. Otherwise, the household will face higher waste disposal fee [P.1, P.2, P.5]. This policy, whilst it promotes environmental actions, remains difficult to implement when applied to housing blocks [P.5]. Participant P.2 further explains that due to her house not being connected to the main sewage line, she has a sewage tank and is obliged to get it emptied by the municipality every month for a fee. Municipality conducts investigations into the diligence of these households to avoid people making holes in their sewage tank to allow waste water to directly seep underground.

Uncertainty on new government regulation with regards to modernizing heating system from their individual heating system is voiced by participant P.6. *“Actually, I’m not sure if these modernized heaters is like very environmentally friendly. They are simply not that harmful maybe”* [P.6]. However, the government initiative on offering monetary rewards and assistance for people to swap their heating system is well accepted. Participant P.8 offers a contrasting view, describing his village community devoting community budget to transport people from the village to Torun on bus for less money to encourage the use of public transportation. Participant P.9 warns against unrealistic environmental policies, such as elimination of gasoline cars by 2030, stating, *“People are just going to be angry and they will just vote politicians that don’t care about the environment”* [P.9].

In summary, Australian participants indicate some government policies on sustainable initiative to protect the environment may be harmful for the livelihood of the poorest in outback Australia. The lack of rebate and corruption on solar energy programs also marred this once popular environmental action. In some regions, the lack of infrastructure and public transportation should be top of mind issue for politician in the area, according to some participants. Although there is indication of policy improvement throughout the years with regards to storm water. Indonesian participants also lament the lack of implementation and enforcement on existing government environmental policies, as well as the lack of a systemic waste disposal policy that would facilitate the basic environmental action on waste separation. Across all three country participants, Polish participants indicate the most positive feedback on Polish government’s environmental policies and regulations with many of the policies encouraging pro-environmental behaviour, however, some environmental policies are viewed to be extreme and unrealistic.

4.2.2 Economic Factors

This study refers to economic conditions and factors at the macro level, namely inflation rate, interest rates, economic growth, and exchange rates. Furthermore, this study does not present direct line of questioning on the effect of economic conditions and factors on the participants’ sustainable behaviour during the interview. Nonetheless, some Australian

participants briefly mention the effect of COVID-19 on the economic growth in their region, however, unrelated to any potential influence on the adoption of pro-environmental behaviour among the participants. Similar output is detected across all three countries. Therefore, this study is unable to establish any influence from economic conditions and factors, namely inflation rate, interest rates, economic growth, and exchange rates, on the participants' sustainable behaviour.

4.2.3 Social Factors

Social factor at macro level refers to any aspects that enhances public awareness that stimulate public perceptions to be sustainable, as well as any encouragement, pressure or reminder on a public setting. An Australian participant [A.6] shared her experience while visiting Cairns and Noosa region in Australia. According to her, Cairns and Noosa Councils show more concern towards preserving the natural environment in promoting tourism in the region with a strong community involvement in raising public awareness, among locals and visitors alike. This is in stark comparison to Sunshine Coast Council where she resides in that focuses more on growth and development. According to participant A.6, *“Cairns and Noosa Council are really strong on keeping green corridors and national park, and they are very strict than the Sunshine Coast Council. I admire them for that and it made me so interested because they involved the whole community and I think that is keeping Noosa so green. They understood that the natural beauty of Noosa is what makes people want to keep going there”*. Seeing the stark contrast has increased her awareness of tourism development and the importance of focusing on preserving nature for future generation to visit. On the other hand, another Australian [A.8] mentions that she ignores travel warnings on government websites informing the dangers of travelling to some countries she was visiting before her travels.

Other social factor that should be noted is social pressure from the community. Some participants feel explicit social pressure, especially in urban environments with strict waste regulations as experienced by participant A.1: *“In Australia when we've gone through water restrictions, people will dob you or tell you off if you're watering your garden more than once a week”* [A.1]. Others feel implicit social pressure via children's school influence: *“Being*

parents of the new generation, they're coming home saying there's something wrong if you're not doing or not participating in what they're trying to do (environmentally). So by default we're sort of feeling the pinch" [A.8]. Participant A.11 mentions the implicit social pressure to follow waste disposal instructions in her building as, *"You don't let your neighbours down"* [A.11].

Participants I.3, I.4 and I.6 describe at work there are recommendations and reminders for people to behave and maintain their surrounding environment. Participant P.11 notices a *"growing pressure with people at work to focus on eco-solutions"* that starts with *"small group of 10 people that influence around 40 people but half don't care"*. In essence, explicit social pressure, where it exists, is often tied to specific regulations or community standards, such as urban waste management in Australia or workplace norms in Poland.

The study investigate whether participants experience pressure from their peers to act environmentally friendly. Majority of Australian participants reported **not experiencing direct pressure** from peers to act environmentally friendly. Some participants described themselves as the ones **educating or encouraging others**, often by setting an example or offering suggestions [A.2, A.3, A10]. Participant A.2 describes her stance on sharing experience as educational piece:

I would call out on people if they post something like buying eggs and they were caged eggs. I would tell them for an extra 3 bucks you could give the bird a better life. And I also share my experiences like how much it cost us to put up the solar panel. There's an education piece in that while we share our experiences. Right? [A.2]

A few mention **peer influence** manifesting as casual comments or subtle judgment as participant A.7 shares: *"I've got a lot of greenie friends and sometimes I will get comments: Why don't you use the cloth nappies?"* [A.7]; and as experienced by participant A.9: *"I've got a friend when they're doing laundry, they only ever use cold water. I did get called out for using up hot water"* [A.9]. Others feel **no outside pressure**, but instead cite **intrinsic pressure** [A.5] or **educational upbringing** [A.1] as their main influence.

Majority of the Indonesian participants claim **no pressure** from their peers to be environmentally friendly. Some claim to **lead by example** at home [I.7] and **encourage** people

[I.10] to take better care of their environment. On the other hand, participant I.8 **wish for pressure at home** on her to help her remember to turn the lights off, while participant I.5 cite **intrinsic pressure**. Others **face backlash** [I.9, I.11] when attempting to influence others to behave environmentally friendly.

It's sad that growing up in my village, I never receive any education on how to care for the environment from my parents, or the society. When I tell other kids in the village to not throw their rubbish on the ground, the mother said to me why are you so annoying. My father also has this habit of smoking in the car while driving. And he would put his hand out of the car to flick his cigarette and later would throw it outside the car. I told him that it's not nice that you threw out your cigarette outside the window because that is somebody's house. But he always say oh it's just a little thing. [I.9]

In fact I think in most communities here it's the opposite. For example my son's group of friends, it is very normal to just throw your rubbish anywhere. So when you try to do the right thing, it becomes the weird thing to do. We are pressured to just throw our rubbish anywhere. It's weird. Once I told off a kid for throwing his rubbish on the ground, and he was like who are you to tell me what I should do. [I.11]

Participant I.9 claims to be **educated** on the environment from the university and being involve in environmental organisations. Participant I.5 is **cynical** on the motivation of people posting environmentally friendly things on social media for click baits.

Almost all Polish participants claim **no pressure** from their immediate groups. Participant P.1 says, “*It’s awful*” on the **lack of pressure** because “*many people don’t care*”. More than half of the Polish participants state that they are the ones that **assert some pressure** although only at home and in the form of a **reminder** rather than pressure. Participant P.1 explains her efforts “*to make pressure but not much because people can be resistant if too pushy*” instead “*I try to inspire, to make people pay attention to some problems*”.

Some participants gain **novel perception** influenced by the interview on the importance of local ownership of accommodations [A.5], and sustainability offered by tourist attractions [A.9, A.11], citing, “*It hasn't matter to me in the past but maybe it should now that you've mentioned it*” [A.5], and “*But now that you've mentioned it I think I might*” [A.9, A.11].

In conclusion, across all three participating countries – Australia, Indonesia, and Poland – participants generally report limited external pressure from peers to behave in environmentally friendly ways. Instead, many describe themselves as the initiators or educators within their

peer groups, choosing to lead by example or gently influence others through conversation and behaviour. Implicit pressure, when exist, is more subtly experienced, emerging from family settings, especially through children, or through the judgment of environmentally conscious peers. While some Indonesian participants hope for more external encouragement, others experience resistance or even backlash when trying to promote environmentally responsible behaviour, revealing cultural tensions around environmental norms. In contrast, Polish participants largely report a lack of external influence, with several lamenting widespread apathy. Intrinsic motivation and personal values, often rooted in education or upbringing, appear to be stronger drivers of environmental behaviour than external pressure in all groups. Additionally, the interview process itself prompted some participants to reflect and reconsider the role of sustainability in areas such as tourism and accommodation choices, indicating that even subtle interventions can influence environmental awareness.

4.2.4 Technology

Any impact of technological advancements and innovations, including R&D activity, automation, technology incentives, and the rate of technological change on adaptation of pro-environmental behaviour. This study examines any pro-environmental technology related topics raised by the participant that support their daily routines, as well as the desire for (better) technological support to improve on their sustainable living.

Almost half of Australian participants have solar energy set up, either off-grid or on-grid system [A.2, A.5, A.8, A.9]. Participant A.9 purchased a passive house with a 7 rating that can minimise reliance on electrical heating and cooling system by leveraging on natural forces like sunlight and ventilation. Other participants have water catchment system as they are completely on water tank [A.2, A.8]. Participant A.8 has 100,000 to 125,000 litre catchment off all her roofs utilising all building structure on her land to collect rainwater into the water system for their property as they are not connected to town water. Among some Australian participants, there is continuous effort to improve on their pro-environmental actions through reducing the impacts of non-renewable by keeping updated on green technologies [A.5],

ensuring electrical appliances have the highest star rating [A.5, A.11], and willingness to purchase electric vehicle [A.2, A.5].

Indonesian participants, on the other hand, have little to no mention of any technology or technological equipment that may assist them with their daily pro-environmental activities, or possibly purchased for its environmental aspects. The use of technology for pro-environmental purposes are not top of mind issue for the Indonesian participants.

Majority of Polish participants demonstrate understanding on the use of technology that is beneficial to the environment. Participant P.2 have solar energy set up with an on-grid system and wishes to purchase electric vehicle. Some participants mention the use of dishwasher to save on water [P.3, P.5, P.11], contrary to some participant that admits to have an old water heater system that is inefficient in maintaining hot water [P.1]. Participant P.4 admits to driving slow to *“first of all to be kind to my wallet, but also the environment”*.

In conclusion, the findings highlight a varied influence of technological advancements on the adoption of pro-environmental behaviour across the three country participants. Australian participants actively engage with and seek out green technologies, integrating solar systems, passive housing, and water catchment solutions into their daily lives, demonstrating a clear link between available technological support and sustainable living. Polish participants also show awareness and usage of environmentally beneficial technologies, albeit with mixed levels of implementation and occasional reliance on outdated systems. In contrast, Indonesian participants exhibit limited engagement with or mention of pro-environmental technologies, suggesting that such innovations are not yet a priority or widely accessible within their daily environmental practices. These differences point to the significance of technological infrastructure, cultural emphasis, and economic factors in shaping how participants incorporate sustainable technologies into their routines.

4.2.5 Price

In this section, the study highlights the participants' pro-environmental behaviour based on price. This study identifies aspects where participants are willing to accept higher price if it supports their pro-environmental behaviour, keeping in mind that price is relative value.

Among Australian participants, almost half have solar energy system with on-grid system. This implies previous option to stay fully connected to the power grid without the necessary expenditure on solar energy system. Solar energy system is an expensive cost to set up initially as detailed by participants A.2, A.8, and A.9, albeit they still opt to install solar energy for environmental purposes and thus less reliance on the power grid. Local farmers' market can be pricier than major chain supermarket, according to participant A.2. However, majority of Australian participants have shopped at local farmers' market and some at regular basis. On the other hand, many Australian participants are purchasing second-hand items at op-shops or Facebook marketplace that are considerably cheaper but with the intention to reuse and avoid landfill [A.3, A.5, A.7]. Participant A.2 states, "*Being environmentally friendly do cost a lot of money*", yet there are aspects of saving money and "*do the environmental things*" [A.9] at the same time more so when "*conscious of the water bills and the energy bills*" [A.7]. Big ticket item for some participants to improve on their sustainable living that is unattainable at present due to its high price is the electric vehicle [A.2, A.5].

Indonesian participants have not described any high purchase items that may improve on their sustainable living. Overall, many points to saving money as their priority instead of saving the environment [I.7, I.8, I.11]. Whilst conserving water is a pro-environmental action, its low price point can negate sustainable behaviour in some Indonesian participants. "*Sometimes when I brush my teeth, I would leave the water running. I do this thinking that it doesn't cost so much to leave the water running but now I think that is actually not a correct way of thinking*", admits participant I.2. Similar sentiment is voiced by participant I.9, "*If I don't have to pay for the water and electricity, maybe I will keep the water running because I like the sound of water*".

Some Polish participants have on-grid solar energy system and express desire to purchase electric or hybrid vehicle to improve on their carbon footprint [P.2, P.4, P.5, P.11]. High price remains an issue for many although there is strong willingness to be pro-environment. *“Smaller carbon footprint is more important for me. But mostly I think about the price too”*, according to participant P.11. On smaller ticket items, participant P.8 describes his justification to purchase more expensive souvenirs *“if they have some mark, brown paper, or the logo that it is recyclable material”*.

In conclusion, the study reveals how price influences participants’ pro-environmental behaviour across different national contexts, showing that while cost remains a barrier, it is often weighed against environmental values. Australian participants demonstrate a willingness to invest in costly items like solar energy systems and to support local farmers’ markets despite often higher prices, reflecting a commitment between environmental concerns and financial consideration. At the same time, the use of second-hand goods underscores a pragmatic approach to sustainability. In contrast, Indonesian participants primarily prioritise saving money, with little mention of high-cost environmental investments, suggesting economic constraints or product availability play a dominant role in shaping their environmental choices. In some cases, the low cost of resources like water may inadvertently discourage mindful consumption. Polish participants similarly express environmental intent, particularly around solar energy and potential electric vehicle adoption, but are also mindful of financial limitations. These findings suggest that across all three country participants, price sensitivity influences pro-environmental decisions, though the degree of compromise between cost and environmental value varies by context.

4.2.6 Product/Service Availability

This study does not provide a direct line of questioning on product or service availability. However, this study analyses any hindrance to behave sustainably when a product or service becomes difficult to obtain or unavailable.

Among the Australian participants, hindrance to behave sustainably due to unavailable product or service is not detected. In fact there are services in place to promote pro-

environmental behaviour, such as *cash for cans* [A.8], and *return and earn* [A.7] where cans, glass and plastic bottles can be returned for cash. The availability of clearly indicated recycling bins (yellow bin, green bin and red bin) at each households in Australia, regardless of the type of housing, including the monitoring for correct use of the bins are pro-environmental services that supports sustainable behaviour.

The same cannot be said about Indonesian participants. Several participants have neglected to separate their rubbish because there is no service available that supports this pro-environmental action [I.2, I.5, I.6, I.8]. For the few that separate their rubbish, it is limited to separating clear plastic bottles only for scavengers to take [I.3, I.4] as the garbage men do not separate the rubbish during garbage collection.

Polish participants' experience with separating garbage tend to vary depending on housing situation. Those living in single house have more controlled garbage separation system compare to those living in housing blocks. Participant P.5 clearly explains this situation below:

If you live in an apartment block like we do, it's more difficult to implement. It's hard to know if people actually separate their garbage. So there are regulations but it's just difficult to implement in our situation. At least now there are more incentive programs to where you get some money back if you return your glass bottle or plastic bottle. [P.5]

In conclusion, while the study does not directly address product or service availability, it reveals that the presence or absence of supportive infrastructure can significantly impact sustainable behaviour. Australian participants benefit from well-established systems that encourage pro-environmental actions, such as accessible recycling programs and incentive-based initiatives like cash for cans. In contrast, Indonesian participants often face barriers due to the lack of supportive services, leading to limited or no waste separation. Polish participants experience mixed outcomes, with the effectiveness of sustainable practices largely influenced by their type of housing. Overall, the findings suggest that accessibility to environmental services plays a crucial role in enabling or hindering sustainable behaviour.

4.2.7 Product Attributes and Quality

This study identifies any green product attributes that influence sustainable purchase behaviour among the participants. The green attributes themselves may vary across national context, however, the intensity of green attributes is analysed.

Among the Australian participants, green attributes that draw attention and influence purchase are, among others, bulk items, reusable bottles, chemical free cleaning materials, no plastic packaging, biodegradable wipes, metal straws, brown paper bag, and star rating on appliances. Some Australian participants enjoy closed loop products whereby the empty product can be refilled its own container repeatedly.

Some Indonesian participants mention reusable water bottles, refillable water gallons for potable water, metal straws, Pertamina (expensive but more eco-friendly fuel contains bio-ethanol from sugar cane molasses) [I.5], and clothes made out of sustainable materials [I.7], on green product attributes they are drawn to. However, participant I.9 laments, “*Unfortunately I still use plastic because things that I buy comes with plastic wraps*”.

Similarly, Polish participants prefer products with less plastic or none at all, reusable bags, no more plastic water bottles but filtered water jug, and eco sustainable packaging. Some participants take the time to read labels to avoid harmful substances, look for recyclable logo, and another claim to have plastic phobia.

In conclusion, this section identifies a range of green product attributes that influence sustainable purchase behaviour among participants, with varying intensity across national contexts. Australian participants show stronger awareness and preference for products with green attributes while making use of eco-friendly services attached to the product, such as closed loop system. Indonesian participants demonstrate interest in select green attributes, although practical limitations such as unavoidable plastic packaging are acknowledged. Polish participants display a conscious effort in investigating the green attribute of a product. Across all three groups, participants are drawn to green product attributes with Australian participants displaying stronger sense of familiarity, followed by Polish participants and Indonesian

participants. Furthermore, the degree to which these attributes influence purchase behaviour is shaped mainly by the level of individual environmental awareness, availability and accessibility.

4.2.8 Store Related Attributes

Store related attributes in this study refer to store assortments, aesthetics, store convenience, store service, and customer relation. This study does not present direct line of questioning on the relevance of any store related attributes on the participants' sustainable behaviour during the interview. Nonetheless, Australian participant A.3 mention the closed loop service offered by a store that she enjoys, whereby the empty bottle of products can be return to the store for another refill and sent back to her. Polish participant P.6 acknowledges that some stores provide service to refill your own container with foodstuff to eliminate plastic use, however, *"I am not able to do that yet"*. None of the Indonesian participants describes any store related attributes that are relevant to pro-environmental actions or that may influence their behaviour.

Although only a small number of participants mention any store related attributes during the interview, it can be concluded that in both Australia and Poland some stores provide sustainable services to minimise the use of plastic and create closed loop product. However, only the Australian participant that takes advantage of this service to support her sustainable behaviour, whereby the Polish participant has not.

4.2.9 Brand Image

This study does not specify any particular line of questioning to investigate whether green brand image influence the participants, nor does it specify a specific brand. Nonetheless, this study attempts to analyse any responses pertaining to products or services that the participants find to be environmentally responsible and sustainable.

Many Australian participants purchase second-hand clothes and furniture [A.3, A.5, A.7]. Purchasing second-hand items is considered as an environmentally responsible and sustainable

action as reusing items mean less waste going to the landfill. Food from the local market that is locally produced, has lower food miles, and no plastic packaging, are food products that many Australian participants are influenced by in their decision making [A.2, A.5, A.11]. No Australian participants mentioned greenwashing in their interview.

Not many Indonesian participants indicate being influenced by green brand image either. A few exception are participant I.3 that specifically mentioned Garuda as his preferred airline because *“they are doing good things for the environment”*; and participant I.7 that will *“look to see if the brand has at least efforts for sustainability, whether it’s made of sustainable materials”* but remains mindful of greenwashing. On the contrary, participant I.9 have a distrust on products and companies that use the eco jargon. According to participant I.9, *“that’s just some kind of manipulation”* to the extent that *“I won’t buy it. I just don’t trust it”*.

Neither of the Polish participants indicate they are influenced by any green brand image. Participant P.6 notices the green leave symbol on Booking.com but is not persuaded stating, *“it’s not what I look for in accommodation”*. On the issue of green washing, participant P.10 believes *“the carbon emission offset price is just greenwashing”*. Additionally, participant P.9 states, *“The greenwashing effect making people comfortable believing that they are doing the right thing but they are not really”*.

In conclusion, although Australian participants do not explicitly mention being influenced by green brand image, many demonstrate more tendency towards products that are environmentally responsible and sustainable, such as buying second-hand items and choosing locally produced, minimally packaged food, though none explicitly mention concerns about greenwashing. Indonesian participants show a mixed response, with a few acknowledging to be influenced by brands’ sustainable efforts but expressing caution or scepticism due to perceived manipulation of eco-friendly marketing. Among Polish participants, green brand image appears to hold little to no sway, with some voicing clear distrust and criticism of greenwashing practices. Across all groups, while environmental awareness is present to varying degrees, trust in eco-related branding remains fragile and often questioned.

4.2.10 Eco-labelling and Certification

When the Australian participants were asked if they look for accommodation that is certified as eco-friendly, all participants negate to ever include this as a factor in their decision making process. The sentiments on this subject varied from “*I don't specifically look for that but when I see it I'm like yes*” [A.7] to “*No. Cause I think a lot of it is BS. It's pay to play*” [A.4]. Others admit they have no knowledge on eco-certifications [A.5], some have never even heard of the terminology [A.2], and others would not be sway to choose it at all [A.6]. Some participants mentioned that they will consider eco-certified accommodations in the future as part of their decision making process [A.9].

Overwhelmingly, Indonesian participants response negatively on whether eco-certification is part of their decision making in choosing accommodation. For most participants, eco-certification is not top of mind or even part of consideration in looking for accommodation, however for participant I.3, it could be the deciding factor. Only participant I.4 claims to intentionally seek eco-certified hotels and would book Mercure or Harris hotels using his Accor membership, as hotels under Accor flagship are certified environmentally sustainable. Others mention the lack of filter for eco-certified hotels on the booking application platform they normally use in Indonesia, such as Traveloka and Agoda, but intentionally choose locally own accommodations [I.7].

Two Polish participants actively seek eco-certification accommodation when searching for accommodation, as stated by participant P.7, “*It doesn't have to be that they have the certificate but sometimes in the description they say something*”. Participant P.5 mentioned the app Slowhop that they regularly use to find accommodation in Poland. Slowhop has eco-friendly policy for the accommodations listed on the app and they are locally oriented as well. On the opposite spectrum, participant P.9 opined the following on his stance on eco-friendly certified accommodations:

It's not a thing that I am concern of. Because I think it's very easy for people to say they are eco-friendly. I think it's just for show. If you are doing something extraordinary, that's ok. But just because you have a solar panel, I don't think that is relevant. [P.9]

In conclusion, while attitudes toward eco-certified accommodations vary across the three countries, the overall trend reflects a general lack of priority given to eco-certifications in the decision-making process. Australian and Indonesian participants largely dismiss eco-certification as a significant factor, citing scepticism, unfamiliarity, or lack of relevance. Only a few outliers express future intent to consider it or already factor it into their choices. In contrast, some Polish participants show a more proactive approach, especially those using apps like Slowhop, which promote eco-conscious travel. However, even within this group, scepticism remains, highlighting a broader perception that eco-certification is often superficial or performative rather than a genuine indicator of sustainability.

4.2.11 Other Situational Variables

This study analyses the usage and effect of social media and internet on the sustainable behaviour of the participants. In order to determine the volume and usage of social media/internet, the author combed through the transcript using keywords such as, social media, internet, Google, Instagram, YouTube, TikTok, Twitter/X, reviews, etc. The use of the word within the sentence or context must be in reference to either assist obtaining knowledge on sustainable actions, support other sustainable behaviours, influence certain pro-environmental actions, or assist in decision-making process while on holiday. Some sentences that use the keyword but not in the intended context are eliminated from the tally. For example, the sentence “I don’t use social media” may be picked up by the find engine but this is manually eliminated. The transcript is in Excel program and the find engine only locates and calculate cells where the keywords may be present. Although one keyword may be used several times within the cell, the find engine only counts as one finding.

Table 7 The number of times keywords related to Social Media and the Internet is used to express influence on decision-making process and sustainable knowledge.

No.	Keywords	AUS	IND	PLN
1	Social media/media	7	12	5
2	Internet	1	3	8
3	Review/opinion	12	18	10
4	Online	2	8	5
5	Instagram	2	2	1
6	Twitter/X	0	1	0

7	TikTok	0	3	0
8	YouTube	0	2	0
9	Tripadvisor	1	0	0
10	Google/googling	1	5	1
11	Google map	0	2	0
12	Podcast	1	0	0
13	Facebook	3	1	0
Total cells:		30	57	30

Source: Author compilation

The Table 7 above shows the total number of Excel cells that include these keywords. Each cell represents a participant's response to a question. One keyword, such as review, can be mentioned more than once in a cell. However, Excel's find engine will only count this find as one cell rather than the multiple times the keyword is mentioned within one response/cell. Moreover, several keywords can be mentioned in one response or cell, such as review and social media, and in this case, this study calculates based on the keywords mentioned. This means the same cell is calculated more than once.

Indonesians are more active online and rely more on social media to get information on tourism destinations and attractions, as well as their source of knowledge on pro-environmental actions compare to Australians and Polish. Consulting with online reviews to assist with decision-making process are widespread among all three countries. Some individuals blamed the platforms' algorithm that continuously show similar environmental feed because they have clicked on this topic several times before, however, they are personally invested in these environmental topics. Another participant commented [A.9] that she will not go to any tourist attraction that has no social media presence. A summary of some responses with reference to these keywords can be found in Appendix 8.

This study asked whether the participants would visit a tourist attraction based solely on recommendation of someone they trust, or if they just see an advertising and decide to go based solely on the advertising. Overwhelming majority of Australians would based their decision after further research on online reviews or personal (online) research of the place or attraction that is recommended to them by someone they know/trust prior to making decision. Only a handful would take the risk of not knowing what to expect at the destination and would go regardless of available recommendation. This shows more independent decision-making

process by relying on personal research among Australians. Majority of Indonesians, on the other hand, would trust, seek, and depend on the recommendations of friends and family with a handful needing to confirm with online reviews. Many cite they are not risk takers and some would do further online research after the recommendation to confirm the recommendation. This attitude indicates stronger reliance on trusted entities and evident social influence. Small majority of Polish participants claim to would do both, i.e. trust in recommendation as well as no recommendation, although majority would double check with online reviews also citing not a risk taker.

Small majority of Australians claim to obtained their knowledge on pro-environmental actions through social media platforms, whilst an overwhelming majority of Indonesians and Polish learned from social media platforms and internet in general.

In conclusion, while Australians appreciate recommendations from trust worthy source, they show more independence and self-reliance in their decision-making process by doing personal research online and analysing reviews. Indonesians in general are more trusting towards recommendations from people they trust, and while they would still go online, they would do so to confirm their decision rather than to form a decision. Polish participants show more comfort with recommendations, with a small majority will go online to research the recommendation and make their minds afterwards. Furthermore, social media platforms and the internet are effective as a source of knowledge on pro-environmental actions across all three countries.

4.3 Tourists' Behaviour at Tourism Domains

This study distinguished Tourism domains into seven domains, i.e. Travel, Transportation, Accommodation, Destinations, Tourist Attractions, Food and Beverages, and Souvenirs Domain. A tourist's sustainable behaviour is expected to reflect from *before* travelling with regards to their decision-making process of the ensuing travel and the decisions that follow suit. The results presented in this section are based on the participants' responses when questioned on each tourism domains (see Appendix 9 on List of Interview questions). The aim of this line of questioning is to understand tourist's actual behaviour and their decision-making

process with regards to each tourism domain in order to obtain deeper and clearer understanding of the tourist's behaviour.

4.3.1 Travel

Participants were asked several questions, such as their motivation to travel and if distance matters; how they make decisions with regards to planning, and booking the trip whether they employ services of travel agents, the extend of personal research, amount of travel companions, and to elaborate if they have cancelled or decided against travelling due to environmental concern.

) Australian Participants

Motivations to travel for the Australian participants are predominantly to visit family and friends, as many have moved away from their birthplace, relaxation, adventure, to be in nature, experience different cultures, and making memories.

In terms of distance travelled, half of the participants prefer travelling shorter distance claiming high cost [A.1 and A.4], duration [A.3], and having little children prevent them to travel long haul for the time being [A.7]. On the other hand, participant A.10 admits to *“turn a blind eye where I'm flying to, knowing that probably it's not the most environmentally friendly past time flying around the globe”* but excuses that *“not that I do it heaps”*. He concludes by saying, *“I am cognizant of it, but it doesn't deter me from going on a longer trip”*.

Interestingly enough Covid has been cited as a factor in changing preference towards distance travelled. Participant A.5 expresses fear of unknown natural disasters like Covid for *“not thinking about long haul anymore”* but also admitting financial constraint due to *“trying to pay off the mortgage and (I prefer) travelling a bit more locally”*. On the other hand, a couple of participants feel that the Covid situation has pushed them to travel the distance and see the world.

I will go where adventure awaits ... But post Covid I got really anxy. I just really feel claustrophobic with the whole thing. I haven't done what actually feeds my soul. So that's probably what actually started the whole I need to get out of here and doing something myself again, which is why I climbed Kilimanjaro. So that's probably my first proper holiday that I would consider travel. [A.8]

No. It doesn't really matter putting up a lot of miles. Before Covid, I would travel nearby. But after Covid, I think it's time to see the world and go further. Sorry. I will ruin the environment. [A.9]

Majority claimed that they have used travel agents at least once before with only three participants never used travel agents before. A participant stated the following on their experience using travel agent service:

I've done both. In more recent years I have more frequently used booking agents. I see the benefit in it. Whereas, like 5 years ago, I would have been like, what a waste of money! And now I'm like... Oh, my God! It's way too stressful! And I don't have the time. And it is so nice to have someone else plan that. So now I'm a big advocate, I think, going forward, I would use a booking person of some description instead for pretty much every trip. I went to Morocco last year with a friend and her mother. And the whole trip was arranged by a travel agent that have lived there. Everything was arranged. Transport and everything organized. And everything prepaid as well and like tour guides for every city which was very helpful cause then you can just completely tune out, and you don't really have to even really worry about your own safety because they are organizing everything. It was really good I think especially in a foreign speaking country. It was very helpful and I would definitely do it that way again. The trip was just over two weeks. [A.3]

With regards to booking accommodations prior to travelling, all of the Australian participants state they would always make prior arrangements now. Participant A.7 reminisce that when they were younger they would not make prior booking, however that is no longer the case, stating *“we kind of wanted to wing it, cause we might like one place more than another. But being older especially with kids we always pre book”*. The majority of Australian participants also claim to conduct extensive research for the trip prior to travel in terms of tourist attractions to visit, distance of the locations to be visited, including reading reviews. On reading reviews, participant A.5 said, *“I also read reviews but I take it with a grain of salt ... it's not necessarily going to determine my choices”*. Participant A.1 on the other hand states, *“Not usually. I'm usually too busy. I just hope that when we turn up we'll actually find something nice to do. Don't have a lot of energy for that. We'll just go there, and hopefully we'll find something nice”*.

During one trip, the participants were asked if they visit only one destinations or several and many responded depending on the distance. If it's a long distance trip, they will visit several destinations during that one trip because of the high cost and time involved in getting there to begin with.

Majority of the Australian participants prefer to travel with immediate family, partner, or close friends. Participant A.9 expresses her horror in travelling with strangers saying, *“No, no,*

I wouldn't be doing one of those Contiki trips, so I would never go on a cruise. That would be horrible”.

The participants were asked if they have experienced cancelling a trip due to environmental concern. Several participants express pollution and overly touristic places to be a barrier to travel to certain destinations, as well as volcanic eruption and Covid. Participant A.7 is not interested to travel to China due to pollution, and *“when we went to like elephant park or zoo, I looked up how they were cared for beforehand”*. Participant A.4 claimed to never cancelled a trip but *“I have done trips where I have come home with many environmental concerns and I would even say heartache”*.

I was in Kathmandu and the pollution was so disgusting that I think it was smog that came up from India and sits in the valley where Kathmandu is. It was so bad you couldn't see very far at all. I thought, you know, I don't know that I'd actually want to go to that sort of place again, where, like big cities, or like Shanghai, or somewhere where it's really polluted in the air. I remember I once was living on the outskirts of Bangkok. We would go into Bangkok for a weekend, and I come home with pimples because of the smog and the filth of the air, not of other things. But you know, I'm thinking about mercury level in the oceans of Lombok. I'm thinking about not eating fish anymore and wonder it is even safe to go to Sekotong area anymore because of the environment pollution there. [A.1]

) Indonesian Participants

Majority of the Indonesian participants cite their motivation to travel is to have new experience, new adventure, new culture, new food, and relaxation. Visiting families and friends, as well as reminiscing and revisiting past experiences. A couple of participants are influenced by social media to travel locally to have the same experience they saw on social media and to post their experience to social media, as can be seen below.

I love travelling. I would go to relax. I must admit I am **influenced a lot by social media content creators** that upload their review on certain destinations and that makes me also want to go and enjoy the experience. It makes me **curious**. Like this new coffee shop in Kuta that have Malaysian menus. I am curious to go there because for now I cannot afford to go to Malaysia so this is the next best thing for me. I also go to some places **to take photos to post on my social media**. [I.10]

For work like to go to conferences. Also I am influenced by social media. Especially **video reviewers**. Normally this is just for nearby destinations like **culinary destinations**. I like a good review. I think they are interesting and they make me want to have that experience as well. [I.5]

Another couple of participants prefer to travel in the Island of Lombok with participant I.4 claims many destinations on the Island is worth visiting. Participant I.7 is the only participant

that is not motivated to travel due to her concern for her carbon footprint. Her following statement is described below.

Currently I'm not so keen on travelling because I am more concern about my carbon foot print. Unlike when I was younger when travelling was a cool thing to do. So right now I try to have maximum impact to the area where I am. And I really weigh the importance of my travel especially if it's for work. I would travel twice a year to see my family in Malaysia for example. But with work I would try to Zoom if that is an option rather than travel. I still travel though once a month for work by plane. When I am home, I always hitch a ride or walk when time allows. I am parasitic that way. I don't have my own transportation. I am actually a couch potato. I prefer to stay at home and enjoy a good Netflix show. [I.7]

With regards to whether distance matters to the participants, majority state that distance matters and provide different reasons for this. More than half participants mention that they prefer nearby destinations due to time, cost, and energy consumption (*"too tired to travel long distances"* [I.11]. A few participants focuses on cost, and claim that nearby destinations may be more expensive than further afield on discounted travels.

Although it is shorter distance to fly from Lombok to Bali, but it is much more expensive than flying from Lombok to Surabaya. Maybe it's even cheaper to fly to Singapore. [I.8]

Obviously for Indonesian passport holders to travel abroad, more regulations and preparations must be considered in terms of visa, travel insurance, return tickets, and accommodation abroad, except to the ASEAN countries for short periods of time. Participant I.9 claims to be an impulse traveller, and will travel when the time and price is right regardless of the distance. Participant I.3 prefers travelling the distance as more different experiences can be had the further it is.

When the participants were questioned if normally they would plan their own trips or use travel agent services, majority state that they plan their own trip. Only participant I.11 that has experience travelling on package tour to Thailand through a travel agent because her husband had won a trip. She claimed that it was her first and last time travelling on a package tour. Participant I.7 feels that travelling using travel agent services will be more costly than arranging the travel personally, and participant I.10 states *"there is no freedom"* in package tours.

Majority of the participants also would book their accommodation prior to the trip, especially when travelling abroad as part of the visa requirement. The only major difference is

with participants I.3 and I.9 where they would book their accommodation the night before or even while waiting at the gate for their flight when visa requirement is not an issue. Participant I.10 uses booking applications to find accommodations in certain locations and proceed to book directly with the hotel as this can be cheaper.

The participants were asked if they research the destination prior to the trip and majority stated that they conduct online research through reading online reviews, social media, Tiktok, and some degree of itinerary of things to do at the destination but not tied to a strict timetable. Participant I.7 seems to put more effort as she claims, *“I am a big planner. Before I go, I would research what to do there and everything. I am not big in spontaneity”*.

When questioned whether the participants prefer to visit one destination or several destinations during one trip, majority prefer several destination. However, only if time permits since many are restricted on the length of stay or holiday they can take. A couple of participants prefer to mix business trip and pleasure by adding extra days for travelling. Participant I.7 mentioned her preference to mix business and pleasure trip *“is because I am cheap. I think it is more effective to mix this two rather than just going to a place, especially if it is long distance, just for holiday”*.

In general, majority of participants prefer to travel in small groups of just partner, family or with one or two friends. Several participants claim to be solo travellers. Participant I.9 prefers to travel solo as she enjoys meeting strangers and the flexibility solo travelling offers. Most participants state that they do not like to travel with strangers in tour groups.

Interesting responses came up when the participants were asked if they have ever decided to cancel or not go to a destination because of environmental concerns, as can be seen below.

No. I only focus on the tourism destination but I never thought of environmental situation that could be the barrier. This question bothers me a lot. I think I have to revise myself down to 3 and not 4. Because I don't really think about the environment. But that's the fact in Indonesia. The environment shape us, the system shape us, education shape us. I am interested with the question. In Marink Island, the fishermen sometimes use bomb to go fishing and this destroys the corals. So we try to build coral reefs. [I.2]

I decided not to go to Paris because many people told me not to go because the environmental and social situation there. I read so many negative reviews. So many homeless. Just like Napoli. Dirty and a lot of homeless people. When I was in Mayori, I wonder why Napoli government don't employ the immigrants to clean the city. I don't know. [I.9]

Some participants claim to have experienced choosing not to travel for reasons on politics, and safety. Participant I.7 will choose nearby destination if the options are similar based on the type of transportation that must be used.

Mostly because of political reason. Martin doesn't want to go Turkiye. I also don't want to go to the USA. [I.6]

More for the safety reason. Like now they have hot air balloon in Sembalun. I wanted to go but then we discussed some points about the safety and decided not to go. [I.11]

For me this is in relation to the type of transportation I would have to take to get to that place. Like I would just go to Sengigi beach because it is closer and easier to get to on a motorbike. But going to Sekotong beach for example, it is further away and you would have to drive there. So I would sometimes make my decision based on that. [I.7]

) Polish Participants

Many Polish participants cite their love for travelling, to experience new things with majority preferring to be close to nature, as their primary motivation to travel. Participant P.3, P.4 and P.6 mention one of their motivation is for their children to experience new things and to learn history. Only one participant [P.6] mention visiting friends that are staying at new places as one motivation to travel. Participant P.8 states adventure as their main motivation:

Just to be in a new place is an adventure. Like walking in Scotland, seeing how kids go to school. It's the little things. Seeing people interact with each other is an adventure. Getting lost is also an adventure. [P.8]

Majority of Polish participants cite that distance matters in terms of finances. The longer the distance, the more expensive the travel cost will be according to five participants [P.2, P.3, P.7, P.8, and P.9]. However, participant P.2 states *"But even if it's far and expensive, I will go"*. Three participants [P.5, P.6 and P.11] state that they will not go on long trips if only to be at the destination for a few days only citing *"this is ridiculous"* [P.5], *"it's not fair and makes no sense"* [P.6], and participant P.11 added *"I don't like to travel for so long just because the tickets are cheap"* [P.11].

All Polish participants state that they plan their own trips and never or hardly ever use the service of travel agents. Participant P.2 finds it is *"more exciting and cheaper"*, participant P.3 comments *"It's more pleasurable to organize according to our own time"*. Participant P.9 makes the following statement:

I like to plan everything from flights to hotels to renting a car, what to do. I tried to plan everything, which is not sometimes the best thing because you lose the sense of adventure. And when you try to keep to the plan, you lose something. You need to be on time here and there. I'm a victim of planning. [P.9]

With regards to booking accommodation prior to travel, astounding number of Polish participants respond that they all book their accommodation for varying reasons. Participant P.1 claims is to save time, while others with children do it for the safety and comfort of the family. Participant P.10 admits that before having children they do not make prior bookings. One participant, P.9, claims to almost always make booking, however, not when he was on a hitch hike travel adventure as he does not always know where he will end up at.

Majority of the Polish participants conduct prior research on the place(s) they will visit to a varying degree. Participant P.1 does an extensive research and have a clear plan prior to trip. Participant P.3 admits to having *“very organized and maybe rather strict”* plans, and *“sometimes I already buy tickets for attractions. Also with food because it is part of the experience”*. Participant P.6 *“try to be prepared on almost everything. What to do, how I should behave, how to organise myself with food and transport”*. The other participants *“have general plans on what we want to see, and experience. But it's not necessary that we do it point by point.”* [P.2], including *“reading opinions on the internet”* [P.4, P.5, P.7, P.11]. The most flexible is participant P.9 stating, *“I have a plan but it can change. For example if the local people I meet there tell me to visit a place I didn't know about, I will go there because local people knows best”*.

Almost all Polish participants visit more than one destination during their travel with some stating, *“If I go to faraway places, I would like to see more than one country if possible”* [P.7], and *“I try to see as many places as possible so I never stay in one place”* [P.8]. Participant P.11 further state, *“We will go to many places. The travel between destinations is also the trip”*. On the contrary, however, two participants choose to remain in one destination as *“It's very tiring to move around and change accommodations”* [P.2], and participant P.3 opined to *“prefer to stay in one place and go sightseeing around that place. I think this is also more eco-friendly because we don't change beds and bedsheets”*.

With the exception of one participant [P.8], all other participants choose and prefer to travel with their immediate family only, or in small group of friends of 2-3 persons. Participant P.8 states the following:

So when I plan a trip, I would plan for myself. Then I would speak to people about my plan. They like my plan and they asked me if they can join me. Sometimes I have a group of 10 to 15 people. We go to the same place, and we spent some time together. But I always start from myself or maybe my family. [P.8]

Several participants have decided to not visit a particular attraction and destination because of environmental concerns. Participant P.1 shares their decision not to visit a whale shark feeding spot in the Philippines, as the locals keep the whale sharks there from migrating, causing them to become unnaturally smaller. Participants P.4 and P.5 have a similar situation with dolphins in Majorca, Spain, stating, *“We didn't want to support that kind of attraction”*. Participant P.8 actively *“try not to choose the places that (they) know are not very environmentally friendly, for example, Dubai”*, stating, *“A lot of people want to see this place. I read some stories about the problems of waste and I don't want to see this artificial world”*. On the contrary, participant P.9 had the intention of *“hitch hiking to Chernobyl”* prior to the ensuing war, however, will not go there anymore because *“now they are making it very touristic. It's not original anymore”*.

4.3.2 Transportation

A question on the participants' motivation was posed as to their choice of transportation when travelling. Another question was postulated to determine the participants' potential concern on their carbon footprint from travelling to elucidate their understanding on environmental issues, and whether their concern affect their travel behaviour.

) Australian participants

The main motivation for majority of the Australian participants in making choices for their mode of transportation to the destinations is convenience, citing less time travel and most direct flights. Other factors mentioned are cost, comfort, safety, good reputation of the airline, nausea, and authentic experience. In terms of cost, many suggested that they are willing to pay more if it is more convenient.

Depending on who's going, I would say **ease of getting there**. If I was going with the kids, it would be the quickest way. For myself, I would say probably **the most authentic way**. Sometimes like when we were traveling in Thailand, I'd go via a sleep train up North to the hill tribes to go trekking rather than go by plane. Just the most authentic way. But I definitely wouldn't do that if I had kids. [A.8]

All Australian participants normally fly Economy class for reasons such as cost, and not seeing value in flying other classes. However, some participants have flown in Business class when it was on sale, and are willing to fly Business or First class if paid for.

Overwhelming participants are concern about their carbon footprint when flying. Except for a couple of participants that claim “*zero concern*” [A.1], and because he is “*a fairly ardent right winger*” and is in doubt about global warming. Those that are concern commented that although they are concern and feel a sense of guilt, it has not stop them from travelling. Participant A.8 states that “*travel is inevitable*”. Participant A.3 feels she is concern but lacks in knowledge on “*if any airlines are better than others, or whether like more of a layover or less is better. I don't know what is better. Air travel is better. That's about all I know*”.

) Indonesian Participants

The motivations of Indonesian participants to choose certain type of transportation to the destination in random order are time, price, distance, budget, amount of people travelling, experience, comfort, and efficiency. Majority of the participants mentioned time and price as their main motivation. Participant I.5 explains experience as her motivation below.

Less time and cost. But that also depends on the experience. Once a friend and I had to go to Malang for a conference. Instead of taking the plane from Denpasar to Malang, we took the bus to Banyuwangi, by crossing on the ferry, and took the train from Banyuwangi to Malang. That was a really nice experience. It was long but really nice. The train stopped at many small train stations. When our train stopped in Blitar station, that day was the anniversary of the town. And all transit passengers got this special rice dish, nasi pincuk Blitar, to celebrate. Until now I still think about that rice because the peanut sauce is so different than anything that I have ever tasted before. I'm salivating just thinking about it. I also once travelled from Bali to Lombok with my brother on a motorbike. It was for the experience. [I.5]

Participants were asked if they have to fly to a destination, do they normally fly Economy, Business or First class. A resounding agreement on flying only Economy class due to budget restriction, and price is cheaper. Although all participants would take the chance if someone else pays and offers for them to fly First class. With the exception of participant I.8 when she

commented, “*if somebody pays for me for fly first class, I would rather use that money to fly economy for two people*”. Participant I.4 commented that “*it’s cheaper (flying Economy) and you arrive at the same time*”. Another participant tells about watching travelling content creators showing their experience while flying First class:

I wish first class. But I can afford economy for now. It's about affordability especially for some one that likes to travel. Like I would plan my trip maybe a month before because there's a holiday and I prefer to use the money for when I get there. Unless they say I get an upgrade if I pay a little bit more. I will do that. If my budget allows me to travel first class I will do that for the experience. It's exciting to learn about the service and customer service. ... **It can't be just watched, it must we experienced.** [I.3]

All participants also agreed on their preference to fly direct when available to save time, less exhausting, and anxiety when flying. Participant I.3 prefers direct flight when flying domestically, however he prefers connecting flights when flying abroad as he enjoys the experience being at airports.

Participants were asked whether they are concern about their carbon footprint when they travel. Interestingly enough more than half express that they are unconcern, never consider it, believe they do not produce as much anyway, does not know how to calculate that so does not think about it. Some others are concern, feel guilty, uncertain, and lack the understanding of what should be done with regards to lowering carbon footprint. Participant I.3 speaks at length about his motivation to travel is stronger than his concern and guilt for his carbon footprint, claiming that, “*If you are concern, then you should just stay home and maybe travel nearby your house*”. He went further to suggest that for airline companies to perform in a more eco-friendly manner, there has to be “*collective guilt*” as “*Individually I don’t have the power, but collectively maybe*”. Participant I.4 is concern for his carbon footprint and believes that he has the choice to travel or not, and if he must travel, he always choose the shortest way possible. Participant I.7 also emphasised that she would question the necessity for her to fly prior to travelling, as she prefers to conduct online meetings whenever possible to minimise her carbon footprint.

The participants that are concern responded negatively to deterring travelling in the future. Participant I.1 states, “*I do feel **guilty**. But what can I do?*”. Participant I.5 will continue

travelling regardless and claims to compensate her guilt by doing “*other environmentally friendly things for atonement*”.

) Polish Participants

Shorter time, price, motion sickness, distance, ease of travel, convenience, and accessibility of the place are among the motivations for Polish participants for choosing their mode of transportation. “*Not much about environmentally friendly options*” [P.6] and “*Mostly I think about the money when it's long distance. So this is why I feel I am not very eco-friendly*” [P.11], were the consensus among Polish participants. Although participant P.11 went further and state the following:

I like to go to the Balkan region and you can either fly or drive. I can fly there but I care about my carbon footprint. Smaller carbon footprint is more important for me. But mostly I think about the price too. Duration is not an issue for me even if flying is faster. [P.11]

All Polish participants claim to have only travelled on Economy class, either on plane or trains. However, four participants [P.2, P.3, P.4 and P.5] express willingness to fly business or first class if somebody else pays for their flight or if they get a free upgrade. Interestingly five participants opined that they are not willing to fly business or first class even if paid for for reasons such as, “*Not only because of the money but I don't feel the need to*” [P.7], “*I don't need all the service they offer in business class*” [P.8], “*I don't seek luxury*” [P.9 and P.11], and “*No value added and unnecessary*” [P.10].

When asked whether Polish participants are concern about their carbon footprint when they travel, majority show different degree of concern with only two participants that directly state they are not concern at all [P.8 and P.10]. Although they are concern, they also admit that it does not change the fact they will continue to travel [P.1, P.2, P.6, P.7 and P.9]. Participant P.1 went further by stating, “*It's too much of a sacrifice to resign from travelling*” and that she I have “*cognitive dissonance*” on the subject. It is also interesting to note that participant P.6 would prefer to decline a trip by saying it is *expensive* rather than admitting to its harmful effect on the environment because otherwise she would not travel to see the many places.

Participant P.9 made a clear statement on his level of concern for the carbon footprint and who should carry the burden of responsibility:

Maybe concern is too strong a word. I'm aware of it. I will try not to make it too high. But I will not cancel my trip because of it. The problem is the system itself that we rely too much on the power of oil. That has to change. Not resigning from travelling. The technology has to be competitive to change the way of life of the individual. The core of the problem is not with the individual but the system. If we don't change the core of the problem, our individual choices to do the right thing is irrelevant. It's easier to force people to change something, but it won't change the problem. [P.9]

Several participants admits to a certain level of guilt [P.1, P.2, P.5, and P.6], however, some clearly state they do not feel guilty as they are “*not frequent flyers*” [P.3 and P.4], and others have lack of understanding “*because it's an abstract concept*”, therefore, “*I'm not very conscious about it*” [P.7]. Participant P.11 is the only one that clearly feels guilty for his potential carbon footprint, whereby he intentionally cancels his trip to Japan to attend a conference because he would have only been in the country for 4 days only. He would, however, would feel less guilty if he can stay longer.

4.3.3 Accommodation

Several questions were posed to determine the decision making process of the participants in choosing accommodations. The types of accommodation; the priorities when choosing accommodation; the ownership of the accommodation; whether eco-certified accommodations are a considered; and whether the participants behave the same way as they would at home.

) Australian Participants

The types of accommodations that the Australian participants are majority Airbnb type, and boutique/ mid-range/ budget hotels. Some participants avoid major chain hotels. As participant A.2 commented that she, “*hate hotels. It's lacking soul. I prefer smaller accommodation. You get to experience the city more living at someone's home*”. On the contrary, although participant A.5 does not stay at hotels and prefers “*apartment accommodations with kitchen set up*”, she does not stay at Airbnb for the “*moral issues*” that Airbnb has been contributed to recently.

Australian participants state that location, small, cost, quality, and good service as their priorities in choosing accommodation. Majority of the Australian participants are not concern about the ownership of the accommodation. Participant A.1 states, *“I do like to stay where a foreigner runs the place because it does feel different. You can get good breakfast”*. The few that support local owned accommodations have noted that knowing if the owner is local may be difficult as *“it can still be foreign pretending to be local”* [A.3] as long as they are *“employing solely locals”* [A.8].

When asked if the participants behave the same way at the accommodation as they would at home, majority response is yes except for a couple of participants. Participant A.3 in particular admitted to being less strict on herself whilst on holiday, feeling that she deserves a longer shower, a fresher towel, and getting takeaways in styrofoams and plastic during holidays whilst would never have done this at home.

Participant A.4 refers to himself as cynical Australian, responded to hotel request to hang towels for multiple use as *“a total scam”* and *“just trying to save money”*. Therefore, he prefers to have *“clean sheets sometimes every day”*. The rest of the participants, however, are of the opinion that these requests are good idea and they support them. Participant A.3 has admitted to be more lax during the holidays, and the sign request serves as a reminder to be mindful and she would hang up her towel. She added that without the sign she would leave it on the floor *“especially if staying in a nice place, you're like I get my money's worth”*.

) Indonesian Participants

The preferred accommodations by the Indonesian participants are hotels, followed by Airbnb. The preferred hotels are those that meets expectations in terms of location, comfort, price, cleanliness, services, good ratings and review, and eco-certification. Participant I.6 prefers to stay in 3 or 4 stars International chain hotels because on holidays, they *“want to stay at a place that is as comfortable as home or even better”*. Participant I.4 has Accor membership and books directly with the hotel. Participant I.10 prefers a small and cheap homestay or cottage enough to sleep in adding, *“Even better if there is friend or family around there that I can stay with so I can spend more money on culinary”*.

Majority of the Indonesian participants state indifference on whether the accommodation is local owned or foreign owned. Participant I.3 prefers a well known chain hotel as he would be familiar with the services especially when visiting a new place instead of local owned hotel as *“you don't really know what to expect”*. Only participant I.7 that states her support for local business. Participant I.8 believes that she cannot confirm the ownership either way therefore she does not think it matters.

An overwhelming number of Indonesian participants said that behave the same way while at the accommodation as they would at home. This entails turning off electricity, AC, and water when not in use, not asking for a change of towels and sheets, bringing personal water bottle, and taking advantage of water dispensers provided by eco-certified hotels. A couple of participants claim that they behave better at the accommodations, as they would leave the place cleaner than they would at home. Participant I.1 states, *“it's maybe a moral habit, you know. To make people have less work cleaning after me. So I'm helping them a little bit”*. Only one participant that admits to behaving less at the accommodation than he would at home. He claims that since he paid for the facilities, he might as well enjoy them. Interestingly enough, after providing his response on this issue, he reconsidered whether he should lower his own rating to two in terms of being environmentally friendly.

A varying response were given when asked their opinion on sign request from the accommodation to hang towel for reuse, and the use of key cards at the hotels. Participant I.1 finds it an inconvenience to use the key card *“because everything will be turned on even though you don't need all of them on. Like the TV. Then you have to turn it off”*. Participant I.2 claims that he does not pay attention to the signs, stating, *“I ignore it. I will put my towel on the floor so they change it”*. The rest of the participants responded positively to the request, with one participant identified the effort as reducing water consumption. Participant I.6 shared her experience whilst staying at a hotel where they charge for additional towel, and she appreciated this rule. Participant I.5 in particular feels *“nice and happy”* when reading the request note especially *“when the note says something extra like how appreciative they are of our actions”*. Nonetheless, some experienced that hotels have override their own policy by providing new towels and bedsheets regardless of the guests' action of intending to reuse the towels.

) Polish Participants

The preferred type of accommodation by Polish participants are local hotels, boutique hotels, apartments, camping, staying at friends and families, guest houses, hostels, and at pensions. Two participants clearly stated, “*No international chain hotels*” [P.1 and P.2]. Only one participant [P.10] choose international chain hotels, such as IBIS or 5 star hotels, depends on the location and price, while claiming “*I know I will get the same or similar service at a chain hotel like IBIS*” [P.10].

Overall motivation in choosing accommodation for Polish participants are location and price. Participant P.11 expresses his motivation to “*connect with small business owners*” while providing his method of booking by searching for the availability of small locally owned accommodation on Booking.com and contacting the accommodation directly in order for the payment to be transferred directly to the owner, by passing fees that would otherwise be charged by Booking.com to the owners.

Slightly more participants prefer the accommodation to be locally owned compare to those that have no preference for ownership. Although a few participants prefer locals, they mention the difficulty in actually knowing whether the owner is actually local. Participant P.1 commented on this issue citing:

It does (matter). But at the same time it is hard to learn about this. I like local owners because I like talking to them. Sometimes this is how I found out that they are actually just the staff and the owners are some foreigners from another country. I feel a bit disappointed when this happens. [P.1]

All Polish participants state that they behave the same way as they would at home. While one participant normally only spend a limited time at the accommodation, two participants claim they perhaps behave better while staying at the accommodation. Participant P.1 and P.3 shared their experience with hotels that regardless of their own policy of not changing towels when they are hanged, the hotel still provide new towels for them. Participant P.2 claims the reason for them to behave the same because it is their “*habit*” to do so, and participant P.11 explains for his, “*Because I am responsible for the environment where I am at that particular moment*”.

4.3.4 Destinations

For this tourism domain, participants were asked if they are attracted to destinations that promote sustainability or eco-friendliness, such as eco-tourism. Using reference to an old proverb: “When in Rome, do as the Romans do”, the participants were asked which custom or rules they would follow if the holiday destination has more relaxed custom or rules than their home country.

) Australian Participants

On the question whether participants are attracted to eco-tourism or destinations that promote sustainability, more than half indicated that this was not a criteria for them or straight up not attracted to it at all. One participant stated that he “*(didn’t) recall any place making that audacious claims*”. Participant A.5, A.6 and A.7 were the only participants that claim to have repeated experiences with eco-tourism whilst describing the nature tourism they have visited. Participant A.6 indicated that she would like to see eco-destinations, such as Cairns and the Great Barrier Reef, and Noosa, to continue “*the effective tourism on the natural environment*”. Participant A.7 enjoys going to Bali repeatedly for its efforts for “*doing things to better the environment*”.

Overwhelmingly the participants responded that they would do as they would at home especially when it comes to littering, and lifestyle. Majority will maintain their habits of not throwing rubbish anywhere, and not taking longer shower than they are used to. However, they claim to adapt to local customs through observation, level of personal comfort to conform, the romance of the culture, and to avoid offending the locals. Participant A.4 admits that he would maintain his own standards 90% of the time, however, “*it is very inconvenient to be environmentally friendly all the time*” especially when the ‘Romans’ have lower standards.

) Indonesian Participants

Majority of the Indonesian participants claim that they are attracted to eco-tourism or destinations that boost sustainability. Among those that are attracted to eco-tourism, almost half described it as nature tourism. Three participants stated *never considered it, never seen it,*

and *perhaps given the options*. Participant I.9 described at length her distrust on anything with the word eco.

I see many companies now that are using the word eco just as marketing. But they are just the same. That's just some kind of manipulation. I don't really trust this eco jargon. In fact, if I see a product saying that they are eco-friendly or whatever, I won't buy it. I just don't trust it. [I.9]

On the other hand, participant I.4 cited Dubai is promoted as sustainable destination and have visited it during COP28, with 80% implemented sustainable practices. As part of his association with his foundation, he also frequently search for eco-tourism places in Bali as comparison and point of study for his projects. During this time, he discovered that *“they just put the label (eco-tourism) so people come”*. Participant I.6 shared her interest and experience visiting Labuan Bajo, the upcoming premium destination. She commented, *“They say the hotels in Labuan Bajo are sustainable tourism and environment protection and things like that. But I don't see that. At least they don't give plastic bottles”*.

Yeah, very much so. In Lombok there is a lot of Desa Wisata. But there is a huge misconception about that here. Most of them are actually just nature tourism but they would say they are eco-tourism. I don't think they really understand what it means. There's a lot of claims but they are not very well executed. So I am very picky about this. For example in Sembalun with the glamping areas. People would go there and bring their own food and rubbish, and not enriching the locals and they just leave their rubbish there. So I don't think that is really eco-tourism. [I.7]

With regards to following local customs, in general, the Indonesian participants would do as the ‘Romans’ when *“it’s a lifestyle thing”* [I.1], as long as *“no impact to the environment”* [I.1], *“not against my habit”* [I.5], *“it’s in moderation and doesn’t violate me to the core”* [I.7], *“it doesn't violate criminal law in that country”* [I.9], *“(it is) what I think is a positive attitude”* [I.10], or *“it is still within my culture”* [I.11]. The participants overwhelmingly claim that they would not litter should that be the norm in the destination. Participant I.7 would go further, stating, *“If I see someone throw rubbish on the ground, I would pick it up in front of them and throw it in the rubbish bin while giving them the face”*.

) Polish Participants

More than half of Polish participants claim to not be attracted to eco-friendly destinations or destinations that boost sustainability either because they *“have never seen”* [P.1] destinations advertised as eco-friendly, or because they prefer to visit museums in big cities

[P.6]. In general, overwhelming majority of Polish participant draw association on eco-friendly destinations with nature. Participant P.9 states that he loves nature and additionally “*if the place is secluded and have less visitors, I think that is more eco-friendly*”. This sentiment is echoed by participant P.11 with his statement, “*we do prefer places that are natural and not so crowded, and I think they tend to be more eco-friendly*”.

With regards to “When in Rome, do as the Romans”, all Polish participants would uplift their own custom and habit of maintaining clean environment. However, on other topics, such as the accepted local attire [P.1], or drinking beer in the street [P.9], the participants will follow the local culture. Participant P.3 describes his personal view in the following:

I don't think it's necessarily about doing what the Romans do. But I will follow my own rules and habits when it comes to rubbish, water and electricity consumption. I tend to clean after others. This is something I teach my children. We do leave no trace rule. [P.3]

4.3.5 Tourist Attractions

Several questions were posed to elucidate the decision making process of participants on visiting tourist attractions, including recommendation based, familiarity with the country of origin of the operator, and whether they are attracted to sustainable or environmentally friendly attractions (see Attachment 5).

) Australian Participants

Recommendations: The participants were asked if they would go to a tourist attraction because it was recommended to them without prior research. Majority of the Australian participants responded negatively, claiming that they are not risk takers and although they would take advice from people that they trust, or known to have similar taste, they would need to do their own research and read reviews. One participant even claims that she wouldn't even go “*if (she) couldn't find any social media presence*”. Two participants clearly stated that they are risk takers. Participant A.1 doesn't read any reviews and claims to have “*low emotional energy to plan for a holiday. I'm just thankful I get there and do stuff when we get there*”. Participant A.8 went further and states, “*I don't even read the travel warnings like the*

government website telling me how dangerous the country is before I go. So I'm not gonna really care about reviews and have someone tell me whether or not they liked it”.

Origins of operators: On their preference to visit attractions or go with tours that are operated by people from same place of origin, the responses from the Australian participants were a resounding no. Many cited authentic experience and local knowledge as the reason for choosing local operators, therefore *try to avoid Australians* [A.2]. In describing his preference for local operators, participant A.10 feels “*it is culturally a bit rude. I think that's undercutting and ignoring the local population and culture*”. Participant A.1 shows distrust of foreign run attractions, citing, “*I think they will be more expensive*”. On the opposite side, participant A.4 shows trust in foreign operated attractions on safety standards describing his experience, whilst hanging 30 meters above ground on a flying fox near Chiang Mai, Thailand:

When I read the small print that says French owned and operated on that thing, I feel happy. But do I look for that, not really. But if I see it, particularly something where my life is potentially at risk, it does bring me some comfort that maybe I won't die today. [A.4]

Participants were asked if they have ever decided to choose attractions or tours because they promote sustainability or sustainable services. An overwhelming majority of Australians negate ever making such choice. Only two participants [A.5, A.6] have decidedly pick attractions that promote sustainable practices. Participant A.6 will pay higher prices for operators that support the local community. Interestingly, participant A.10 choose a tour operator in Hawaii and was happy learned about their sustainable practices after the fact. Majority of Australians show that they would be swayed to choose the sustainable tour operator compare to another, given price and other factors are comparable.

) Indonesian Participants

Recommendations: Majority of the Indonesian participants rely on recommendations either from people they trust, or local friends. Online reviews and comments, or photos are also important recommendation points although just an average positive review is sufficient for some. Some participants do not like to risk going to visit places without recommendations because “*we are not risk takers*” [I.6], and “*I don't like uncertainty. It makes me anxious.*” [I.4]. Participant I.4 claim to have “*an adventure instinct*” but in the past this instinct have “*cost me*

a lot of money". On the other hand, participant I.5 thinks she "*would take the risk*" because "*it is more interesting*", and participant I.9 would take the risk and do the minimum research.

Usually I would just go. Like I want to go to Tibet. But I won't research what is there to do or things like that. I would just go. I would only research how to get there. Que sera sera. [I.9]

Origin of Operators: The responses are split equally in three ways. Four participants would go with an Indonesian operator to show solidarity, comradery, support, and ease of communication. More so, if it is food related such as Indonesian restaurant abroad. On the opposite side, four participants prefer local operators for their local knowledge. Three participants have no preference, stating "*as long as we can communicate*" [I.4], and "*what they offer is interesting for me to go and see then I would go regardless*" [I.10].

Majority of Indonesian participants have had the experience of going to tourist attractions that offer sustainable practice, with some intentionally seek these types of tours or attractions. Out of those that have never considered sustainable attractions before, only half would consider the sustainable option when confronted with similar choice.

) Polish Participants

Recommendations: Only a handful of Polish participants would take recommendations from a trusted source with "*similar taste*" [P.1 and P.9] as well as from advertising. Participant P.2 claims to be flexible on the subject matter, and participant P.3 made reference to being either a pioneer or a follower in which case they can be both. The majority will need to conduct further research online on either the recommendation or advertising to help with their decision making. Participant P.8 states that they are "*not risk takers*". Additionally, participant P.9 assumes the attractions that are advertised will be crowded thus would certainly avoid.

Origin of Operators: Four participants expressed negativity towards the idea of Polish operators while abroad. Some negative comments expressed, such as "*I don't go to other places to talk to Poles*" [P.1], "*it's a hard no*" [P.2], and "*not interested in Poles while abroad*" [P.3, P.8, and P.10]. Only participant P.9 that admits a chance encounter with a Polish operator while abroad will be a "*nice surprise*".

A resounding negative response from all Polish participants when asked whether they have chosen attractions for their sustainability, because majority have never seen such offer before with some opting for better service than sustainable practice as the deciding factor. Polish are also less likely to be swayed to opt for the sustainable option when confronted with other option.

4.3.6 Food and Beverages

In order to elucidate the decision making process of the participants on food and beverage consumption at a destination, they were asked if they consume local food and beverages while at the destinations, and how and where they would consume if at all. The motivations for consuming local food and beverages were also described by the participants. The participants also shared their experiences, if any, on visiting a destination for its gastronomy such as culinary tourism.

) Australian Participants

Consumption of local cuisine: Majority of the Australian participants would consume local cuisine daily for most meals during their stay at the destination. Among these, there are two participants, A.3 and A.5, that were vegan and vegetarian for over 20 years. Both became vegan and vegetarian because of environmental purposes. However, due to health issues, they had to recently change their dietary habits. Although participant A.3 admits that while she was a vegan, she would be “*lenient*” and “*try the local food*” as she is “*not morally opposed to eating an animal*”. Other participants that find themselves restricted to consume local food are due to health issues such as allergic to fish [A.6], and celiac [A.8]. Participant A.6 mentioned further that she is “*conscious of food safety*”, and not of risk taker in eating things like frog legs, snake, and the likes. Participant A.8 having to eat gluten free meals feels this “*limit (her) options*”. However, she would “*go to the markets*” and “*getting food was high on my list of things to do when we're in Africa*”. Participant A.7 states that she eats local food “*maybe once every 2 days*” and “*would eat Western food mainly*”.

Majority of the participants when they consume local food, they would prefer to go where there is a lot of locals go to eat. *“It might be grotty but delicious”*, says participant A.1. Others offer their reasons to eat where the locals go to because *“that’s where the best food is”* [A.2], no English menu, authentic and quality. On the other hand, participant A.9 claims that she is *“a bit particular about where I’m going to eat. I think it’s gonna be high end tourist venue”*. She further added that she would *“normally I do my research and I’ll check if there’s a mix, it’s got to be clean and I’ve gotta look at the menu prior”*. Participant A.7 mentioned that *“we’ll go to where our driver would recommend us. He probably wouldn’t eat there himself but he takes a lot of people there”*.

Motivations to consume local cuisine: The participants mentioned to have new experiences, cheaper, to expand knowledge and respect for other cultures, to experience the culture is to experience the food, authenticity, to enjoy, to try different things, as an adventure, the look and smell of food, to learn different ways of eating, part of the journey, to get fresher ingredients, and experience the local delicacies, as the motivations. Participant A.3 describes that Australia have multicultural food scene, however, she wants to try the authentic food when going abroad. Participant A.5 added that she would *“read up about the food in the area if we are travelling to some place relatively different to Australia”*.

I just think if you don’t try it, you don’t know if you’re gonna like it. I just think it’s always good to try something new. You know whether that beer cockroaches in Rwanda instead of nuts that go with the rice banana whisky is nice after we’d gone up and seen the gorillas. You’ve always got to just experience the local delicacies. [A.8]

Culinary tourism: Majority of the participants expressed their fond memories visiting destinations specifically for the cuisine. *“I do go to places that are famous for some particular food”* [A.1]; *“most time we travel to experience the food because to experience the culture is to experience the food”* [A.2]; authentic restaurant in the middle of a rice field in Bali [A.4]; *“I would read up about the food in the area if we are travelling to some place relatively different to Australia”* [A.5]; *“I’ve got to admit pretty much every holiday I book will always have (culinary tourism) in because I used to be a chef as well many years ago. So food is always be a focus”* [A.10]; and *“I think it’s cool eating things that I can’t get in Australia”* [A.7]. A couple of participants do not consider themselves as foodies.

) Indonesian Participants

Consumption of local cuisine: The response given by Indonesian participants are mainly positive on whether they consume local cuisine while at the destination. However, the regularity of the consumption while there varies widely depending on where they are visiting and the duration of the visit. For majority of the Indonesian participants, whilst they do consume local cuisine, they will seek Asian food while in Western countries. There is a need to consume something “*familiar*” [I.3, I.4, I.8, I.9] and “*with a lot of spices*” [I.1] to avoid being “*sick*” [I.9]. Although trying “*authentic*” local cuisine is important for participant I.7, “*I need my rice*” is her response, especially when staying for longer period abroad. This is apparent for other participants as well. Participant I.1 and I.9 describe their experiences the following:

I do. But maybe 50 50. Because I have to go to Asian restaurants whenever I travel. I need to eat something with a lot of spices. I've been to many European countries and their food is all the same to me. [I.1]

I would. But eating the same thing would make me sick and it will put me off from eating it my entire life. Like when I was in Italy. My option was just pizza or pasta. It made me sick. But it's a different case when I go to Asian countries. [I.9]

Other issues on local cuisine are related to religious dietary restriction and personal taste. Finding “*halal*” cuisine in Hong Kong, for example, can be challenging for participant I.8, therefore she is less strict and will eat anything except pork. Similarly, for participant I.11 while in England, they tend to cook at the apartment. Participant I.10 describe her decision making process in consuming authentic local cuisine:

When people recommend that I eat something that is original from that place, I would first google it and see if I can eat it or not. Like when I went to Sumbawa, they have this fermented buffalo milk that has the texture of pudding. I googled it first, and decide I cannot eat that. Also this supposedly famous type of rujak in Bali with fish broth. I won't eat that because I think it will be fishy. Also I don't like duck. Even if the famous protein in Bali dish is to use duck, I prefer if it's chicken. [I.10]

With regards to where the Indonesian participants eat local cuisine, majority would visit local restaurants [I.4, I.5, I.7, I.10, I.11] and rely on reviews and google map. Participant I.2 is stricter in his religious dietary and will stay and visit halal places, whenever possible. Participant I.1 and I.3 prefer to go to tourist places citing, “*if there's a lot of tourists that go*

there, then it must be something good” [I.1], and *“most of the time (tourist place) is more agreeable with our stomach”* [I.3]. Participant I.6 summed up her response:

We don't really go to the local local. Because we don't want to get stomach ache. But we look at reviews and go to places that is representable and clean and authentic. [I.6]

Motivations to consume local cuisine: *“Taste new things”* [I.1, I.2, I.8], *“authentic food”* [I.3, I.5, I.7, I.10], *“the experience and sensation”* [I.5], *“different atmosphere”* [I.2], *“understand the culture”* [I.6], and *“helping local people”* [I.7] are the motivations for eating local cuisine among Indonesian participants. Participant I.11 on the other hand claims to *“decide on the spot what to eat. Normally what is nearby at that moment. If they happen to have special local dish on the menu, we would order that”*.

Culinary tourism: Participant I.1 describes liking *“to watch culinary destinations on YouTube to watch people eat”* and *“use it a reference”* for when she goes to that place. Other participants that have experience culinary tourism are participant I.5, I.6, I.9 and I.10. Whereas for the rest of the Indonesian participants *“food was never the main attraction”* [I.3].

) Polish Participants

Consumption of local cuisine: Resounding positive response came from all Polish participants on their consumption of local cuisine while at a destination. Some express concern on the food availability due to dietary restriction (vegetarian), sanitary, and food that are considered extreme, such as insects.

A few of the Polish participants would eat local cuisine as often as possible for breakfast, lunch and dinner. However, several would only eat it for lunch and or dinner. Participant P.6 prefers to dine out possibly once a day and would cook at the apartment for the rest of the time.

The place where the Polish participants enjoy the local cuisine would be at the local establishments. Participant P.7 would count how many locals there are in the place before entering. Participant P.8 claims that eating with the locals are part of the travel experience. Most importantly for participant P.5 that the local cuisine is prepared by local people.

Motivations to consume local cuisine: Experiencing local culture through food, spices, manners of eating, as part of discovery, personal interest in cooking, and curiosity. Participant P.11 expresses his intention of eating at local restaurants to support the local businesses.

Culinary tourism: Only three participants that have visited destinations specifically for the cuisine. *“Wine and dine is very important part of our trip abroad. Culinary is high on my list”* according to participant P.3. Similarly participant P.4 states, *“We have to been to faraway places just for the food”*, as also expresses by participant P.6 when she mentioned of *“going to towns that I know nothing about except for the food”*.

4.3.7 Souvenirs

Initial question was asked on whether the participants purchase souvenirs during their travels. Based upon the participants’ response, follow up questions were formulated to elucidate the type of souvenirs, if they were made locally, and sustainably or environmentally. Finally, whether it is customary to give souvenirs to family, friends, and work colleagues in the participant’s country or culture.

) Australian Participants

Majority of the Australian participants claim to purchase souvenirs while travelling. T-shirts, food snacks, practical things for the kitchen, small trinkets such as magnets and shot glasses, were among the most purchased souvenir items. Participant A.2 went further to describe her purchase items are *“for nostalgia”* and *“contribute to local economy”* [A.8]. The souvenirs must be *“local arts and crafts with cultural significance”* for participant A.11, and *“bespoke and handmade”* for participant A.6. Participant A.3 and A.5 try not to purchase anything, as *“my photos are my souvenirs”* according to participant A.3. Participant A.10 prefers to go to factory outlets and purchase fashion items rather than souvenirs.

When asked whether participants are aware if the souvenirs they purchase are locally made and sustainable products, overwhelming majority of Australians check for the label and while it may be hard to discern the sustainability of the product, majority prefers handmade, bespoke, not mass produce, and authentic in character. Participant A.11 states she is not concern of the

sustainability of the souvenirs and would “*buy chopsticks that are made out of rare wood or something*”. Majority claims to have never considered if the items they purchase are sustainable products.

Overwhelming response on giving souvenirs as a custom in Australian culture are “*not really*”. Some suggest giving souvenirs to close family and friends “*is a nice thing to do*” [A.1, A.7, A.10 and A.11], however, it is certainly “*not expected*” [A.1, A.11].

) Indonesian Participants

Overwhelming majority of Indonesians purchase souvenirs while on holiday. While many would buy for themselves, majority would also bring some home for their family and friends. Participant I.2 describes the common struggle with gift giving in Indonesian culture:

I had a fight with my wife about this because when I came back from Japan, I only have 20kg of luggage and she wants me to bring so many souvenirs for the families, and we have a big family. [I.2]

With regards to the origin of the souvenir, only a handful claims to check the label while the majority is either ignorant of the fact or aware but resign to the knowledge of ‘where it was purchase’ rather than ‘where it was made’. Majority of Indonesians show affinity for souvenirs made of natural materials such as wood and plant based products, merely for the aesthetics rather than the sustainability of the product.

A resounding positive response on the statement of customary for giving souvenirs in Indonesia. Giving souvenirs to family and friends is “*a definite*”, “*a must*”, “*to be expected*”, and that “*they would ask you for souvenirs*”, according to all Indonesian participants. Participant I.2 poignantly describes his experience with travelling and giving souvenirs:

It is a must. Especially for the family. Sometimes we are very happy to post about our travels on Facebook but the consequence is people will know that we went away. So if you act like a Sultan, you have to be ready to pay like a Sultan. [I.2]

) Polish Participants

Majority of Polish participants would purchase souvenirs either for themselves or immediate families. Surprisingly, the most purchased items by Polish participants including

those that “*see no point*” [P.3, P.6 and P.9] in purchasing souvenirs are food and snacks that they would share with friends and families. Other most purchased item is magnets and small items.

Polish participants insist that the souvenirs they purchase originated from the local area. Polish also seem to have an understanding that sustainable souvenirs are those made of natural materials and purchased at the place it was produced, whilst avoiding animal-based products, and plastics. Participant P.8 went further and state on the souvenir “*If they have some mark, brown paper, or the logo that it is recyclable material, than it would justify for the higher price for me*”. P.5 have started taking her children to nature destinations for holidays and guided her children to collect shells and rocks as their souvenirs instead.

All Polish participants agree that it is customary to give souvenirs to very close friends and families. It certainly is “*not expected*” but “*a nice thing to do*”. For participant P.3, “*it’s a habit*”. Interestingly, participant P.6 and P.10 claim that “*it was customary*” but “*not too common now*”.

4.4 Summary and Conclusion for Tourist Behaviour at Tourist Domains

Based on the results presented on each tourist domains above, a summary and conclusion for each tourist domains are advanced in this section to further elucidate tourist behaviours within national and individual context.

4.4.1 Summary and Conclusion on Travel

The travel behaviors and motivations among Australian, Indonesian, and Polish participants reveal both cultural and individual differences, as well as some shared values and concerns. Across all three groups, motivations such as relaxation, adventure, cultural experience, and visiting family or friends are consistent. However, distinct factors like environmental awareness, cost, distance, and personal safety vary in influence.

Australian participants are largely driven by personal and familial connections, with some showing increasing sensitivity to environmental issues, though it seldom leads to cancelling trips. The impact of Covid-19 has significantly shaped travel choices, with both cautious and adventurous shifts noted. Planning and pre-booking have become more common, with many relying on travel agents for convenience, especially when traveling with family.

Indonesian participants highlight social media as a strong motivator for travel, especially for local destinations. Distance and cost are significant considerations, often making them opt for nearby travel. Most prefer to plan their own trips, and package tours are generally avoided due to cost and perceived lack of flexibility. Environmental concerns are acknowledged by a few but rarely impact travel decisions.

Polish participants express a strong preference for planning independent travel, valuing flexibility, adventure, and learning experiences – especially for their children. While cost and distance do influence decision-making, there is a marked consideration for environmental impact, with some participants actively avoiding destinations or attractions perceived as unethical or harmful.

Overall, while the practicalities of cost, distance, and convenience heavily shape travel decisions, a growing awareness of environmental and social impacts is emerging, most notably among Polish travellers, indicating a shift toward more sustainable tourism. However, the degree to which this awareness alters behaviour still varies widely across cultures and individuals.

4.4.2 Summary and Conclusion on Transportation

Across all three countries - Australian, Indonesian, and Polish - convenience (time, direct routes), cost, and comfort overwhelmingly drive choices of transport when travelling. Economy class is the universal default, with only occasional willingness to upgrade if it is cost-free or heavily discounted. Authentic or novel travel experiences (e.g., scenic train journeys in Thailand or multimodal adventures in Indonesia) can sway a minority toward slower, more immersive modes.

Environmental concern around carbon footprints is widespread in sentiment but weak in behavioural impact. Most Australians and Polish express guilt or awareness yet continue travelling unchanged, often citing lack of knowledge about greener options or deeming the personal sacrifice too great. Indonesians are even more likely to dismiss carbon considerations, viewing them as abstract or irrelevant. A few individuals in each group do alter behaviour by shortening itineraries, favouring the shortest routes, or outright cancelling very brief trips. However, these remain the exception rather than the rule.

In sum, while eco-awareness exists, practical factors, such as speed, cost, and comfort, prevail in transport decisions, underscoring a gap between environmental values and actual travel practices.

4.4.3 Summary and Conclusion on Accommodation

The analysis of accommodation choices among Australian, Indonesian, and Polish participants reveals nuanced yet culturally distinct patterns in decision-making. Across all three groups, location, price, comfort, and service quality consistently emerge as top priorities, while ownership and eco-certification are generally secondary considerations, though not entirely disregarded.

Australian participants tend to favour Airbnb-type and boutique accommodations over chain hotels, emphasizing authenticity, cost-effectiveness, and a more personal experience. They are largely indifferent to ownership and sceptical of eco-certifications, often perceiving them as marketing tactics rather than meaningful indicators. While most Australians claim to behave as they would at home, there is an undercurrent of relaxed standards while on holiday, sometimes justified by a sense of reward or entitlement.

Indonesian participants largely prefer hotels, especially international chains, citing familiarity, comfort, and loyalty memberships as driving factors. Ownership is of little concern to most, and eco-certification is rarely a deciding factor, though it may influence a final decision if options are otherwise equal. Interestingly, Indonesians often report behaving more

responsibly in their accommodations than they would at home, driven by social conscience and a desire to assist hotel staff by minimizing their workload.

Polish participants prefer smaller, locally owned accommodations, and avoid chain hotels more frequently than other groups. Their choices are often driven by a desire to support local businesses and avoid corporate intermediaries. While few actively seek eco-certified accommodations, the concept is not dismissed outright with some rely on specific platforms like Slowhop to identify environmentally conscious stays. Polish travellers also report behaving at least as responsibly, if not more so, than they do at home, guided by personal ethics and a sense of environmental stewardship.

Overall, while eco-certification is not a major influence on accommodation choice for any group, a growing openness to it is evident particularly if it is clearly communicated and verifiably implemented. Across all nationalities, behavioural patterns at accommodations tend to reflect personal values and attitudes, revealing a spectrum of environmental consciousness and cultural norms in travel behaviour.

4.4.4 Summary and Conclusion on Destination

Across the three participant groups – Australian, Indonesian, and Polish – attitudes toward eco-tourism and sustainable destinations reveal a spectrum of perceptions shaped by personal values, trust in eco-labels, and understanding of sustainability. While a significant portion of Australian and Polish participants expressed indifference or scepticism toward eco-tourism, Indonesian participants generally demonstrated more interest, albeit tempered by a critical view of greenwashing and vague environmental claims. Regardless of destination, participants from all groups showed a strong inclination to maintain their own standards of environmental responsibility, particularly regarding littering and personal consumption habits. Cultural adaptation was viewed flexibly, often negotiated through personal comfort, ethical boundaries, and the perceived authenticity of local practices. Although the proverb “When in Rome, do as the Romans do” guided some behavioural adjustments, most participants retained a

commitment to their core values, especially when local norms conflicted with environmental or moral principles.

4.4.5 Summary and Conclusion on Tourist Attractions

Participant responses across the three national groups reveal a cautious and nuanced approach to tourist attractions, shaped by a mix of personal values, trust, and practical considerations. While recommendations do play a role, most participants from all groups emphasized the importance of doing their own research before committing, with Australian and Polish participants particularly highlighting the need for alignment with personal taste and safety considerations. Indonesians appeared more varied in this regard, with some willing to take risks and others clearly preferring trusted advice to avoid negative experiences.

When it comes to the origin of the attraction operator, Australians and Polish participants overwhelmingly preferred local operators abroad, citing authenticity, cultural respect, and practical benefits such as local knowledge. Indonesians showed a more divided response, with some supporting Indonesian-run businesses out of solidarity, while others prioritized the quality of experience over national ties.

On sustainability, there was a general lack of motivation across all groups to actively seek out environmentally friendly or sustainable attractions. Australians and Polish participants expressed scepticism toward sustainability as a marketing tool, often viewing it as a secondary benefit rather than a decision-making criterion. Indonesians, though showing more examples of visiting sustainable attractions, mostly did so coincidentally rather than by deliberate choice. A common thread among all groups was that sustainability might positively influence perception if presented authentically, but it is rarely the primary factor in choosing attractions.

4.4.6 Summary and Conclusion on Food and Beverages

Across all three national groups, there is a strong inclination to consume local food and beverages while traveling, though the frequency, motivations, and manner of consumption vary depending on individual preferences, dietary restrictions, and cultural influences.

Australian participants generally embrace local cuisine as an essential part of the travel experience, with many highlighting culinary tourism as a key motivation for travel. Most prefer eating at establishments frequented by locals, viewing food as a window into culture and authenticity, though a few are more cautious, prioritizing hygiene, familiarity, or dietary needs.

Indonesian participants also show a positive attitude toward trying local food, but a recurring need for familiarity – particularly with rice or Asian flavours – is evident, especially during extended stays in Western countries. Religious dietary restrictions further influence decisions, leading some to selectively consume local dishes or self-cater. The preference leans toward establishments that are reviewed, reputable, or geared toward tourists, with motivations rooted in experiencing culture, taste, and helping locals, though culinary tourism is not a primary driver for most.

Polish participants overwhelmingly enjoy local cuisine and see it as a key part of cultural immersion, with several seeking out food as frequently as possible. Concerns over food safety or extreme ingredients arise occasionally, but overall, dining at local eateries and engaging with local food culture is viewed positively. Culinary tourism is practiced more selectively, with only a few participants deliberately choosing destinations for gastronomic reasons, though food remains a valued part of their travel experience.

4.4.7 Summary and Conclusion on Souvenirs

Souvenir purchasing behaviour among the participants reflects a blend of personal values, cultural customs, and practical considerations, with varying degrees of emphasis on local origin, sustainability, and gifting of souvenirs. Australian participants generally purchase souvenirs selectively, favouring practical items or those with local cultural significance, though a few opt out entirely, considering photos and memories sufficient. There is a strong preference for locally made items, though sustainability is not a primary concern for most, with few actively seeking environmentally friendly products. Giving souvenirs is not customary in Australian culture, though occasionally practiced as a personal gesture.

Indonesian participants, on the other hand, show a pronounced cultural expectation to purchase and give souvenirs, especially to family and friends. While many participants do buy souvenirs, the emphasis tends to be on fulfilling social obligations rather than personal keepsakes. Only a few verify if items are locally made, and sustainability considerations are rarely top of mind, though positively received when explicitly recognized. Giving souvenirs is deeply ingrained in social norms and often accompanied by a sense of duty.

Polish participants largely align with a moderate approach with many purchase souvenirs, mainly food and small items, often for themselves or close relatives. Local authenticity is valued, and efforts are made to avoid mass-produced items, especially those made outside the destination. Environmental concerns are more prominent among Polish participants compared to the other groups, with several deliberately choosing sustainable or natural souvenirs. While giving souvenirs is no longer universally expected in Poland, it remains a pleasant and culturally familiar gesture for many.

5. Discussion

Literature review by Joshi and Rahman (2015) established the basic conceptual framework for this study, focused on the identifying factors or determinants – i.e. internal and external factors – that influence green purchase intention and behaviour regarding green products and services. This study attempts to determine which of these factors influence actual sustainable behaviour of tourists while on holidays. In the following sections, this study analyses – based on previous studies – the presence of internal and external factors in the participants' responses on their actual behaviour across all seven tourism domains. Once a presence of the internal or external factor is identified in one or more of the tourism domains, a discussion ensues based on previous studies to determine influence. This study then establish whether the affected actual tourist behaviour is in fact a sustainable tourist behaviour or not. It is important to note that the participants provide actual account of their behaviours as tourists in the seven tourism domains without being lead to describe their sustainable behaviour, if any. In order to define sustainable tourist behaviour of the participants, this study refers to the Three-pillar framework of Economic, Social and Environment Sustainability and the compilation of definitions of a sustainable tourist adapted from Juvan (2016) in Table 2.1.

This study poses the following research questions:

- RQ1: What internal factors (i.e. emotions; habits; perceived consumer effectiveness; perceived behavioural control; values and personal norms; trust; knowledge; and other individual variables) influence sustainable behaviour of tourists in tourism domains?
- RQ2: What external factors related to macro-environment (i.e., political and legal; economic; social; and technology) influence sustainable behaviour of tourists in tourism domains?
- RQ3: What external factors related to micro-environment (i.e., price; product/service availability; product attributes and quality; store related attributes; brand image; eco-labelling and certification; and other situational variables) influence sustainable behaviour of tourists in tourism domains?
- RQ4: How does the country of origin influence the sustainable behaviour of tourists in Australia, Indonesia, and Poland?

In this Chapter, the first three research questions are discussed. A summary results on all determinants that have influenced sustainable tourist behaviour among the participants based on the first three research questions are presented. Further discussion on the summary follows suit to elucidate the relation between the influential determinants and the context in which it influences, including the challenges in interpreting the results. The final research question is addressed, follow by research limitations and suggestion for future research.

5.1 Internal Factors Influencing Sustainable Tourist Behaviour

Emotions. In this study, participants were asked whether they feel it is their responsibility to be environmentally friendly in order to understand whether and which emotions arise among the participants. Further investigative question finds that overwhelming majority of participants across three countries express a sense of responsibility to protect the environment and therefore, act environmentally friendly. These findings are in line with Dasi et al. (2019) that the sense of personal responsibility and concern toward the environment positively affects pro-environmental intentions. Majority express concern for the environment shrouded in mainly negative emotions, and confirm to acting sustainably for the sake of future generation, as well as the present generation. This study's finding confirms the previous study of Jordan et al. (2022) that the concern for future generation may stimulate emotions to adopt pro-environmental behaviours.

With regards to transportation domain (see Appendix 2), this study asks whether the participants are concern on their carbon footprint when they travel. The topic of environmental concern around carbon footprints is dominated by negative sentiments with many citing guilt as their primary emotion. Adams et al. (2020) find that when experienced personal guilt is evoked, pro-environmental behaviour is encouraged. This study, however, finds that whilst guilt is aroused among majority of Australian and Polish participants, the behavioural impact in terms of travel remains weak. Most Australians and Polish express guilt or awareness yet continue travelling unchanged, often citing lack of knowledge about greener options or deeming the personal sacrifice too great. Indonesians are even more dismissive on carbon considerations, viewing them as abstract or irrelevant, thus feel unnecessary to alter travel

decisions. The Author is unable to find comparable study to confirm behavioural impact on travel decisions when guilt is evoked. Nonetheless, many research have confirmed that while concern for carbon emissions can motivate individuals to reduce travel - especially air travel - practical, professional, and social needs mean that travel is rarely eliminated entirely (Adams et al., 2020; Ben-Ari et al., 2024).

Few individuals in each group, however, express that guilt has made them alter their travel behaviour by travelling only short distances, or outright cancelling very brief trips. This decision to “audit themselves and their holidays” corresponds with Wood and House’s (1992) definition of a sustainable tourist found in Juvan (2016). Although this behaviour remains the exception rather than the rule, this study determines that emotions – especially negative emotions – can influence decision to adjust travel behaviour to be more sustainable among individuals from each participating country group. Therefore, the influence of emotions is notable within the individual context and is not visible in national context.

Habits. This study finds majority of the participants across all three countries that practiced sustainable behaviours at home, and have generally done so out of habit. Research conducted by Miller (2015) concludes that tourists’ existing habits strongly influence pro-environmental behaviours at the destinations. When participants are asked if they behave the same way at the accommodation as they would at home, majority claim they do (see Appendix 3.3). Polish are amongst the most ardent applicator of sustainable habits both at home and at the accommodations. Followed by Australians and Indonesians, respectively.

Although most claim to behave equally when staying at an accommodation as they would at home, they might feel less responsible and seek a break from their eco-conscious habits while on holidays, or encounter limited sustainable options to maintain their usual habit such as waste segregation. It is also interesting to note some extreme outliers. While participant A.3 extensively describes her range of sustainable behaviours at home – from zero plastic consumption, utilising closed loop services for some household items, weekly produce delivery from farmer’s market, to purchasing almost 80 percent second-hand furniture and clothes – she admits to be less sustainable when on holidays. She abandons her habit on conserving water at home by taking longer showers, and would accept takeaways in styrofoams and plastic that

she would not otherwise do at home. She admittedly expects daily fresh towel especially when staying at high-end accommodations. Previous research by ElHaffar et al. (2020) points this discrepancy between an individual's expressed concern about environmental issues and their actual actions and behaviours as green gap, however it does not explain the relaxed behaviour or abandonment of sustainable habits while on holidays as noted in this study. The previous quantitative research by MacInnes (2022) finds that habits, rather than values and beliefs, drive environmentally sustainable behaviour among tourists, as they become automatic, unconsciously occurring actions. At the same time, MacInnes (2022) also find that all of the environmentally sustainable behaviours measured dropped significantly from the home to the holiday context consistent with the finding of this current study. In general, habits can predict sustainable tourist behaviour for accommodation domain, more so when it is accompanied by infrastructures to support or act as reminder of the sustainable habit, such as reminders for reusing towels and segregated garbage disposal.

Therefore, this study finds that sustainable behaviour among the participants is influenced by not only habits but individual values and existing infrastructure as well. While on vacation, however, people's motivations often change. They might feel less responsible, seek a break from eco-conscious habits, or encounter unfamiliar environments with limited sustainable options. Nonetheless, in response to “When in Rome, do as the Romans”, this study finds that all groups showed a strong inclination to maintain their own standards of environmental responsibility, particularly regarding littering and personal consumption habits. Most participants retained a commitment to their core values, especially when local norms conflicted with environmental or moral principles, such as littering (see Appendix 4.2). Previous research by Wang et al. (2021) indicated that significant determinants on tourists’ waste reduction intention among Chinese tourists are their attitudes toward waste reduction, subjective norm, perceived behavioural control, and personal norm. This study contributes habits as a determinant on the discourse of waste reduction at destinations.

Perceived behavioural control. Ajzen (1991) defines perceived behavioural control (PBC) as an individual’s judgment of their ability to perform a specific behaviour. This ability reflects on the degree of control and confidence of an individual in carrying out the specific

behaviour, such as purchasing green products or services. Gao et al. (2023) suggests that PBC influences cognitive attitudes, which then affect pro-environmental behaviour. This study detects PBC among participants based on the level of ease and confidence they exude in explaining the multitude of pro-environmental actions and behaviour they carry out at home. This study suggests that among participants with high level of invested pro-environmental behaviour at home - namely Australians - PBC can be an influential factor, however, the influence cannot be determine to be either a direct or indirect. Furthermore, there is insufficient evidence that PBC is still an influential factor on Australians' sustainable behaviour while on holidays.

Furthermore, research by Torabi et al. (2025) on sustainable tourist behaviour in heritage villages suggests that although PBC can explain intentions to act sustainably, it does not always translate directly into actual sustainable tourist behaviour. Torabi et al. underscores the crucial role of PBC in closing the gap between intention and action, as tourists who feel they have greater control are more likely to engage in environmentally responsible behaviour. Nonetheless, findings in this study on tourist behaviours and their decision making process at each domains are insufficient to predict the role of PBC in influencing sustainable tourist behaviour among Australians, Indonesians, and Polish.

Perceived consumer effectiveness. Tan (2011) stipulates that perceived consumer effectiveness (PCE) refer to an individual's belief that they can personally contribute to solutions and help reduce negative environmental impacts. A heighten perception on effectiveness by an individual, can have positive impact on green purchase intention (Kamalanon et al., 2022; Zhuang et al., 2021). There are many previous studies that investigate the impact of PCE on intention to purchase sustainably. However, study on the effect of PCE on actual green purchase is still lacking. A study by Taufique et al. (2021) aims to understand the antecedents of green consumer behaviour among young urban consumers in Bangladesh by examining the influence of environmental attitudes, subjective norms, perceived consumer effectiveness and behavioural intentions on green consumer behaviour. The findings suggest perceived consumer effectiveness as one of the strongest antecedents. However, Taufique's study was not conducted in tourism setting and it investigates intention, not actual behaviour.

This study attempts to add to this field of research on actual green purchase influenced by PCE by asking if and why participants choose eco-friendly or eco-certified accommodations; attracted to destinations that are sustainable; choose tourist attraction for its sustainable service; and purchase locally made and environmentally friendly souvenirs.

Yan et al. (2021) tested a survey that comprised a sample size of 435 participants in China on consumers' willingness to stay at green hotels based on environmental concern and perceived consumer effectiveness as antecedents. The outcomes of Yan's study concluded that environmental concern, and perceived consumer effectiveness have a significant positive influence on personal norms – as internal motivations – and intention to stay at green hotels. With inference to Yan (2012), people who believe their choices matter are more likely to choose accommodations that align with their (environmental) values. This study further suggests extrapolating Tan's stipulation of PCE on the accommodation domain as: an individual's belief that they can personally contribute to solutions (i.e. provide financial support for local owners) and help reduce negative impacts of tourism development on accommodation domain by choosing locally owned accommodations and or accommodations that are friendly to the environment, e.g. eco-certified or have eco-efforts. This study suggests therefore, that PCE is present when decisions made are based on support to the local businesses and communities.

Australians for the most part have not stayed or choose to stay at eco-certified accommodations (see Appendix 3), yet their preferred type of accommodations are small to mid-range accommodations, locally and privately owned, nature oriented, and avoiding corporate chain hotels, indicating preference to support local economy. Furthermore, majority of Australians also state their preference for locally owned accommodation implying support for local businesses, with one participant clearly state that they prefer to support locals. Indonesians' preferred choice of accommodations are hotels with small majority have and willing to stay at eco-certified accommodations. One participant also state their preference in choosing local businesses. Nonetheless, overwhelming majority does not take into consideration if the accommodation they are staying in is locally owned or not. Majority of Polish state that they have not stayed at eco-certified accommodations, and choose to ignore

the eco-certified option, as this is not the main driver. Similar to the Australians, Polish participants preferred choice of accommodations are small privately owned accommodations, nature oriented, and avoiding chain hotels, with strong preference to locally owned accommodation. Unlike Australians and Indonesians, no Polish participants expressed direct support for the local economy as their driving force or intention, except for one Polish implying support [P.8].

As PCE refers to an individual's belief, this study is unable to determine that participants with preference for local owners or seeking eco-certified accommodation are actually doing so with the belief in supporting the local economy or environment. Other reasons have been stated on this preference, such as to have local experience, to talk to local owners, or because of hotel membership. Therefore, this study suggests that PCE is present when the participant clearly state their intentions, such as A.11 and I.7, to support local businesses. Therefore, this study suggests based on the findings that PCE influence sustainable tourist behaviour at individual level.

On destination domain, across three countries, majority respond that they are driven to destinations that promote nature and environment protection, implement sustainable practices, and connection between local people and their surrounding environment (see Appendix 4). This indicates a stronger PCE influence among all three countries on destination domain.

On the subject of tourist attractions domain summarised in Appendix 5, majority of Indonesians have chosen tourist attractions based on the sustainability and pro-environmental service the attractions offer. Individuals drawn to sustainable attractions respond that the reasons for their attraction are environmental protection efforts, support for local employments among the operators, and operators' knowledge on sustainable practices. This indicates strong influence of PCE among Indonesians concerning tourist attractions domain. Only a handful of Australians claim to base their decision in tourist attraction on sustainability, although some discovered the sustainability efforts of the attractions they choose only after the fact, which they appreciated. Nonetheless, majority of Australian participants that initially have not chosen tourist attractions for its sustainability will choose attractions that advertise sustainable practices in the future if faced by comparable options, indicating intention may be driven by

PCE. None of the Polish participants have chosen attractions based on the operators' sustainability practices/services. Only a few Polish participants respond positively on sustainable practices advertised by a tourist attraction, while the majority cite it is not their priority. This study determines based on these findings that Polish participants have less PCE influence on tourist attraction domain.

With regards to souvenir domain (see Attachment 7), there is a strong preference for locally made items, though sustainability is not a primary concern for most Australians. Among Indonesians, only a few verify if items are locally made, and sustainability considerations are rarely top of mind, though positively received when explicitly recognized. As for Polish participants, local authenticity is valued, and efforts are made to avoid mass-produced items, especially those made outside the destination. Environmental concerns are more prominent as well among Polish participants compared to the other groups, with several deliberately choosing sustainable or natural souvenirs. This study hypothesizes that participants authenticating the local origin of souvenirs are influenced by PCE, concluding that Australians and Polish are heavily influenced by PCE. On the sustainability aspect of the souvenirs, Polish are more influenced by PCE compared to Australians and Indonesians.

Values and personal norms. Previous studies conducted on values and personal norms as determinant for pro-environmental behaviour at home (Landon, 2018) and while travelling (Pan et al., 2024) suggest, among others, that purchasing goods and services from local sources is indicative of pro-sustainable behaviour (Landon, 2018). Furthermore, individuals with a robust personal norm for sustainability are more inclined to engage in pro-environmental behaviours while traveling (Pan et al., 2024). Pan hypothesised that individuals with stronger personal norms towards pro-environmental behaviours during travel are more willing to make sacrifices. Han (2018) describes the willingness to make sacrifices as a deliberate intention to act that is closely tied to personal norms, whereby individuals choose to give up personal comfort or bear extra expenses for the benefit of the environment. Previous research by de Groot et al. (2021) on pro-environmental behaviour in a food and diets context, describe people with stronger personal norms are more likely to reduce their meat consumption regardless of social norms towards meat consumption.

Based on the description above, this current study attempts to identify individuals that show strong personal norms toward the environment based on their food consumption and lifestyle. The aim is to follow their thought process throughout the tourist domains and determine if indeed people with strong personal norms are incline to behave sustainably at the destination. The Author first determines some keywords, i.e. vegetarian, reduce meat consumption, and (pro-environmental) lifestyle, to identify the individuals. Important to note that other participants may also fall under these categories but did not mention this during the interview. However, the intensive and extensive points of conversation during the interview, would be sufficient for the participants to acknowledge this personal trait during the interview.

Table 8 Participants with assumed strong personal norms based on lifestyle choices to protect the environment

Country	Vegetarian/Vegan	Reduced meat consumption	Lifestyle
Australians:	5.2.1 A.3 (Used to be vegan for 7 years for environmental reasons) 5.2.2 A.5 (Used to be vegetarian for 12 years for environmental reasons)		A.2 (sustainable duck farmer) A.5 (refer to her pro-environmental actions as lifestyle) A.8 (refer to living off grid and on water catchment system)
Indonesians:	---	---	I.3 (refer to his pro-environmental actions as lifestyle)
Polish:	P.1 (Vegetarian for 3 years for environmental reasons) P.6 (Vegetarian for environmental reasons) P.3 (Vegetarian for environmental reasons)	P.11 (Doesn't eat red meat because environmental reasons)	---

Source: Author compilation

Below is the brief description of the selected participants' sustainable behaviours at home and at the destination. Only Australians are described here as it has been established that Australians are more environmentally conscious compare to Indonesians and Polish. Furthermore, the selected participants are all females of similar ages.

- J Participant A.2 is a sustainable duck farmer living off grid and off the land. She prefers to travel nearby since Covid-19, and prefers to buy authentic souvenirs to support local people like the Aborigines. When asked if she would go to go to a tourist attraction because someone she trusts recommended it, her response was *“We would if we think it's the right thing to do. I'm not going to do unnecessary damage for a photo or something”*.
- J Participant A.3 lives plastic free at home, involves in closed loop system for some cleaning items, gets produce delivered from farmers' market weekly in cardboard box, and 80 per cent of her clothes and furniture are second-hand. She also admits to be lax during holidays, would do things (like eating from Styrofoam) that she would not do at home, take extra-long shower because she deserves it, would throw towel on the floor after use especially in expensive hotels to get her money's worth if there is no hotel request on hanging towels to reuse.
- J Participant A.5 has installed solar panel system, constantly looking for ways to become more sustainable at home. She has reduced her travel considerably to more domestic travels after Covid-19, would pack water bottles and coffee mugs for travel to avoid plastic use at the destination. During her trip to Nepal, she mentioned, *“struggle to see people throwing rubbish everywhere”* and that *“it really upset (her)”*.
- J Participant A.8 lives off grid and rely on water catchment system for water supply at home. She has adapted to living frugal and conscious of water as drought is a relatively common thing. Likes to support local businesses, and immerses herself with the local lifestyle while on holiday. She claims that if she sees a tourist attraction that offers sustainable practice even if they are more expensive, she would choose the sustainable option.

Reflecting on the description above, this study concurs with Pan's (2024) statement that individuals with a robust personal norm for sustainability are more inclined to engage in pro-environmental behaviours while traveling. Whilst participant A.3 is an anomaly, the remaining participants show strong retention on their sustainable behaviour at home to then carry that over while on holiday. This study determines that personal norms influence sustainable behaviour of some participants especially inherently strong personal norms at the destination. Nonetheless, this study also note that some individuals, regardless of their strong pro-

environmental behaviour at home that is indicative of a strong personal norm, “feel entitled to consume resources simply for enjoyment” in contradiction to Perkins and Brown’s (2012) definition of a sustainable tourist.

Knowledge. Previous studies by Juvan et al. (2014) and Ramchurjee & Suresha (2015) questioned if travelling leads to a type of hedonism that becomes prevalent when on holiday for some people with strong sustainable behaviour at home. Juvan (2014) identifies cognitive dissonance among their respondents that are notably involved in environmental protection or conservation through their work life, however, some have become less environmentally conscious while on holiday or has not put themselves at the same pro-environmental standard as they would at home. This study has identified such cognitive dissonance among individuals across country groups only, but it has not been indicated as a prevalent behaviour within national context.

There are many research conducted on determining the effect of environmental knowledge on sustainable tourist behaviour. The results indicate that tourists with greater environmental knowledge are more likely to develop positive attitudes toward eco-friendly products and practices, which in turn increases their intention and actual engagement in sustainable behaviors while at the destination (Gautam, 2020; Kim, 2020; Machado Toffolo et al., 2022). Gautam (2020) studied 227 tourist responses in India, and revealed that stronger positive attitude towards eco-friendly products are perceived with stronger environmental knowledge on environmental friendly products, and international tourists perceived it significantly high in comparison to domestic tourists. Machado Toffolo et al. (2022) tested short- and long-term learning outcomes on Glocal Education, and the findings point to knowledge, attitude and awareness to increase in the short term, while in the long term, knowledge and attitude decreased, and awareness remained constant.

Kim et al. (2020) used South Korean tourists’ environmental knowledge as a moderator on the value-attitude-behaviour model to test the hypothesized impacts of altruistic values and attitudes on their sustainable tourist behaviour. The findings indicate that tourists that subjectively score themselves high on their knowledge results in a positive significant link between attitudes toward eco-travel and environmentally responsible behaviour, whereas such

a link was not found for tourists from the low knowledge group. Knowledge in Kim's previous study was operationalized as self-assessment, and not as a formal test of environmental knowledge. The underlying premise of Kim's study is that people's subjective evaluation reflects, to some degree, their interest in environmental issues and, consequently, their knowledge of these issues. However, this study contests Kim's underlying premise that people would subjectively evaluate themselves on a similar benchmark when all else is constant, meaning if they have similar knowledge. Compare to Kim's study, this current study uses qualitative method and this allows for results that are more robust and nuanced. This current study finds that when participants are asked to give themselves rating on their knowledge of and behaviour in pro-environment actions, the discrepancy is distinct among countries. Australians that carry out the highest actual pro-environmental actions at home, on average have rated themselves lower than Polish and Indonesians (see Figure 4.2). By comparison, Indonesians with the minimum actual pro-environment actions that they carry out at home, have rated themselves on average higher than the Australians. Regardless of how one would rate themselves on their own knowledge and actions, knowledge is an important determinant on actual action.

This study noted on many occasions throughout the interview that participants across all three countries would acknowledge that they knew nothing of or very minimum on a particular aspect of sustainable tourism in question. Many would make actual note or mental note for future reference for a more sustainable option at their next destination. This implies that they have acted a certain way at the destination to the best of their knowledge in that particular time. Now that they know more and better, they are willing to take the new knowledge into account for future decision-making process. The most prominent conversation on this respect was with participant A.9. On the topic of eco-certified accommodation, if they have ever look for this type of accommodation, her response was: *"Nope. But I will look for that. I'm writing. I'm writing notes, eco-friendly accommodation"*. When she was later asked if she would be swayed to choose a tourist attraction that promotes its sustainable practice, participant A.9 responded, *"I always think they're too expensive, and I probably haven't gone because of it. But now that you've mentioned it I think I might. I'm looking at one at the moment. That looks really lovely. In the middle of South Australia"*. At the end of the interview she added, *"You have changed*

my mindset. It was food for thought, certainly. I have a few sticky notes on my board on things to do now”.

Based on the above findings, this study can deduce that prior knowledge indeed influence participants on how to behave at the destination. The question is what is their actual level of knowledge, as self-rating method cannot be relied upon when used to compare to other people as many variables are at play, such as overconfidence, modest etc. It is useful for assessing one's own self-improvement, for example. Nonetheless, knowledge is influential in determining how one would behave sustainably at the destination.

Trust. Trust refers to a belief or expectation that the green product or service truly serves its purpose of being environmentally friendly (S. Li et al., 2023). Previous study Li et al. (2023) suggests that knowledge and trust drive green purchasing, whereby individuals with a greater understanding of environmental issues and trust in green products or companies are likelier to purchase green products. Li's study validates Wasaya's (2021) findings that green trust serves as a precursor to the intention to engage in green procurement, however these previous studies did not directly investigate the green purchase of carbon emission offset.

This study investigates the participants' response on purchasing carbon emission offset (see Attachment 2). Majority of Australians have purchased carbon emission offset at least once but driven by guilt on their carbon footprint rather than trust on the product. Many convey distrust, scepticism on the program, lack of knowledge on the use of the fund, and lack of transparency from the companies on the use of fund. Most Indonesians have not seen or heard of this program, but those that have also convey distrust. Polish are more in line between their lack of trust and consequent inaction to purchase the offset although they have knowledge of such programs.

Previous study conducted by B. W. Ritchie et al. (2021) was conducted on carbon emission offset focusing on communication messaging rather than purchasing behaviour driven by trust. Trust seems to be assumed given the correct messaging. There seems to be insufficient studies on the relation between trust and actual purchase of carbon emission offset. The findings of this study indicate overall distrust on carbon emission offset across all country groups due to

lack of communication, even among those that have made a purchase. The findings of this study contradicts that of Li and Wasaya on trust as the precursor for green purchase, as those that have made prior purchase are driven by guilt rather than knowledge and remain distrustful of the program.

Other individual variables. Some participants reflect on their personal life choices and experiences that have contributed to their overall sustainable behaviour. Australian participant A.2, for example, recently gave up city life for country life in Tasmania, living off grid farming ducks in sustainable manner. According to them, this life choice has propelled them into becoming pro-environmental decision makers at every life turn.

COVID-19 pandemic has also significantly shook the core of some Australian participants, influencing their decision making process. Participant A.5 is fearful for travelling long distances for the uncertainty of natural environment. On the contrary, participants A.8 and A.9 feel the need to travel far and wide to discover the world and to not feel claustrophobic and closed off as during the pandemic. Small majority of the Australian have also experienced many drought throughout their lives while only relying on water catchment as their source of water. This experience have taught them to be cognizant with their water consumption even if they are not in drought. Nonetheless, a handful of Australians admit to being careless with their water consumption when they are in countries with no water restriction. Unfortunately, there is lack of research found by the author on the effect of (traumatic) life experiences on sustainable tourist behaviour. Although this study observes that similar traumatic experiences can have different outcomes for different people.

On the other hand, some Indonesian participants express their life experience living abroad for extended period of time has formed their view on sustainable actions, thus to some degree helped shape their environmental behaviour. Several Indonesian participants state their pro-environmental habits are learned behaviour from their experience living abroad in countries with greater pro-environmental facilities. They claim to learn how to segregate their rubbish while abroad, however, majority seem to have abandon this practice as where they currently reside in Indonesia does not provide segregated garbage collection system. Wu et al. (2021) studied Chinese tourists visiting an attraction that provides significantly more facilities to

support pro-environmental behaviours at the destination then what the tourists are accustomed to back home. Wu's study found that the pro-environmental experience gained by the tourist fall significantly due to the availability of infrastructure from the onsite context to the offsite contexts. This provides an explanation of the attitude-behaviour gap, and the reason for the diminishing impact on tourists' pro-environmental behaviour over time. Wu, however, fail to address the limited duration of the Chinese tourist visit to the attraction. It is interesting to investigate in the context of Indonesian participants' experiences abroad, the effect of longer length of stay on pro-environmental habit retention whilst living in place with lack of available pro-environmental facilities. This is however beyond the scope of this current study.

Summary on the Influence of Internal Factors

This study attempts to investigate what internal factors (i.e. Emotions; Habits; Perceived consumer effectiveness; Perceived behavioural control; Values and personal norms; Trust; Knowledge; and/or other individual variables) influence sustainable behaviour of tourist in tourism domains. All internal factors have been identified among participants across all three countries at differing level. Emotions, especially guilt, although detected among overwhelming majority of participants, have not indicate influence in sustainable tourist behaviour within the national context, especially in travel domain. However, guilt has been found to influence some individuals profoundly that has altered their travel behaviour to be more sustainable. Habits resulting from everyday pro-environmental actions at home, influence all participants at the destinations to behave according to their core values and personal norms on littering and personal consumption behaviour. Some habits are impede by lack of facilities at the destination, such as lack of waste segregation.

Perceived behavioural control cannot be determined to influence any participants at the destination. On the other hand, perceived consumer effectiveness (PCE) detected to influence a minority of individual participants at accommodation domain, suggesting influence is not a country specific. On destination domain, PCE is apparent across three countries as majority of participants are inclined to visit destinations with sustainability practice, with Indonesians show the most experience followed by Australians and Polish, respectively. However, only

Indonesian participants are the most enthusiastic on tourist attraction domain that boost sustainability indicating stronger PCE influence compare to Australians, whilst Polish show no influence at all. On souvenir domain with regards to the souvenirs being locally made, PCE influence are more pronounced among Australians and Polish, while lacking among Indonesians. This suggest country influence whereby Indonesians seem to be less influenced on where the souvenir came from. Polish also exhibits to be more influenced by PCE on the issue of sustainability of the souvenir, followed by Australian and Indonesian, respectively.

This study determines that at individual level, strong personal norms influence sustainable behaviour of some participants while at the destination. Knowledge has also been determined to be influential in determining if participants would behave sustainably at the destination. With regards to purchasing carbon emission offset, trust has not been detected as an influencing factor across all three countries regardless if purchased or not. Whilst majority of Australians have purchased carbon emission offset at one point, followed by Polish and Indonesians, they have not indicate trust as the driving factor. Instead, Australians tend to be driven by guilt.

5.2 External Factors Responsible for Influencing Sustainable Tourist Behaviour

5.2.1 Macro-environment Factors

The macro-environment external factors that are used in this study are political and legal; economic; social; and technology, based on PEST analysis. PEST analysis offers understanding of the macro-environment of the industry that influence consumers in their behaviour towards the products and services (Khalid et al., 2020). Many researches that applies PEST analysis are either product specific (Khalid et al., 2020), or manufacturing specific (Ruan et al., 2022). Application of PEST analysis as a framework in tourism industry specifically on sustainable tourist behaviour are hard to come by. Furthermore, many previous studies apply micro level variables in investigating their influence on sustainable tourist behaviour, such as market segmentation and willingness to pay as economic factors (J. Li et al., 2024); and social interactions, habits, and personal communications as social factors (Gomes et al., 2023; León et al., 2020; MacInnes et al., 2022). This section of the study, however, focuses on the macro

level variables to determine if politics, economy, social and technology influence participants to behave sustainable while on holidays.

Political and legal. This study identifies several issues raised by participants with regards to government policies and regulations that are prevalent in their country of origin. Australians mention the current issue on lack of rebate for adopting solar energy system and the corruption issue surrounding the buyback energy program has put a damper on adopting this pro-environmental action. Bauner et al. (2015) confirmed that policies that minimize the uncertainty of returns from solar investments would be most effective in encouraging adoption among households. Indonesians and Polish both mention the issues on implementing and enforcing regulations on waste management, as well as the lack of systemic waste disposal management especially in Indonesia. This study detects that several of these issues have either directly or indirectly affect participants' pro-environmental actions at home, such as many Indonesians neglect their waste segregation efforts because the current garbage collection system is not prepared to maintain segregated garbage; or that some Australians have to postpone their intention to purchase electric car in their effort to become more sustainable because current government has not provide subsidies. However, these issues have not shown direct influence on participants' pro-environmental actions beyond the border. This study can deduce that government policies on waste management system in Australia has been instrumental in influencing pro-environmental habits among Australians at home as well as increasing their environmental awareness. Enhanced environmental awareness are detected to be responsible for many sustainable decisions that are made by some Australians while on holidays, such as preference for tour operators with sustainable practices, or maintaining personal values with regards to waste even when in destinations that do not share this environmental values.

Participants were asked if they have ever decided on cancelling a trip because of environmental concerns. Several participants' responses on this question along with potential government policies and regulations implications are summarised in Appendix 1. Some participants describe their experience in cancelling a trip to a destination or attraction implying local government's inadequacy in providing better services and protection for its local

community, local environment, and its visiting tourists. Although responses of this nature are minimal across all country groups, some individual participants have avoided some destinations all together for political reasons as well as government's developmental policies in the area. In summary, this study finds that political issues, and government policies and regulations (or lack thereof) have some influence on individual participants' decision to visit a destination, however, no indication on influence to behave sustainably while on holiday.

Economic factors. This study investigates whether any economic conditions and trends on a macro level, such as inflation rates, interest rates, economic growth, and exchange rates are among economic factors influence participants' sustainable tourist behaviour (Geng et al., 2023; Khalid et al., 2020). However, no indication of such factors were presented by any participants during the interview concluding that economic factors mentioned above have not influence any participants in their sustainable behaviour at a destination.

Social factors. Geng et al. (2023) stipulates the importance of enhancing public awareness to stimulate perceptions and preferences for green products and services. Social factor under the macro-environment, therefore, refers to any effort on enhancing public awareness at the macro level that may influence sustainable tourist behaviours. Throughout this study, there has been minimum information shared towards this effect, except from an Australian participant [A.6] that shared her experience on some of the stark contrast in tourism development between councils in Australia. Cairns and Noosa Councils show more concern towards preserving the natural environment in promoting tourism in the region with a strong community involvement in raising public awareness, among locals and visitors alike, compare to Sunshine Coast Council where she resides in. Seeing this stark contrast, has increased her awareness of tourism development and the importance of focusing the development on preserving nature for future generation to visit. Another Australian [A.8] mentions that she ignores the travel warnings on government websites informing the dangers of travelling to some countries she was visiting before her travels. The lack of information shared to this respect, restricts this study to make definite conclusion on the influence of social factor, specifically on enhancing public awareness of tourist destination, on sustainable tourist behaviour in the national context. Here, an influence on individual level is present proofing that local governments can enhance public

awareness through implementing tourism development that are focused on preserving the environment.

Social influences can shape individual behaviour, particularly through concerns about how one's reference group might judge certain actions (Zhuang et al., 2021; Lewicka et al., 2025). The desire to align with societal norms or avoid exclusion may play a role in pro-environmental decision-making both at home and while travelling.

In this study, participants were asked if they experience any pressure from their community on behaving sustainably. Majority generally reported minimal external pressure from peers or their communities to act in environmentally friendly ways. Instead, many saw themselves as proactive figures within their networks either initiating eco-conscious actions or encouraging others through example and dialogue. Social pressure, though minimum, is often related to formal structures such as waste regulations in Australia or workplace expectations in Poland. More subtle influences emerged within family dynamics, particularly from children or environmentally aware friends.

Other responses that may indicate social influences in this study was when the participants were asked if they would visit an attraction based solely on recommendations by someone they trust (see Appendix 5). Australians show greater independence by opting to do independent research on the recommendations, and regardless of the recommendation, before making any decision. Australians are less influenced by other people's opinion. Majority of Indonesians, on the other hand, would trust, seek, and depend on the recommendations of friends and family with a handful needing to confirm with online reviews. Many cite they are not risk takers and some would do further online research after the recommendation to confirm the recommendation. This attitude indicates stronger reliance on trusted entities and evident social influence. Small majority of Polish participants claim to would do both, i.e. trust in recommendation as well as no recommendation, although majority would double check with online reviews also citing not a risk taker. This finding points to stronger social influence among Indonesians, followed by Polish, but even less among Australians, and although the influence described is not specific on the context of sustainable tourist behaviour, one can

ascertain that indeed social influence exists more so for the Indonesians given the appropriate context.

Interestingly, this study's interview process itself seems to have influence some individuals to reconsider their previous decision-making process to be more sustainable in the future, suggesting that even minor interventions can enhance environmental awareness. Nonetheless, this influence seems minor and fleeting to determine any change in behaviour as mentioned by Zhuang et al. (2021) on social influence shaping behaviour.

Technology factors. Technology aspect of PEST analysis in this study refer to the impact of technological advancements and innovations on sustainable behaviour of the participants. These include R&D activity, automation, technology incentives, and the rate of technological change (Geng et al., 2023; F. Li et al., 2021). Again, Australians are more influenced on this aspect given the high-value investment many of them have to improve on their sustainability efforts at home. Most notable conversations on technology arise when some individual participants point to the airline industry as having to bear the responsibility to reduce the carbon footprint through using better fuel that produce less carbon emission, and technology has to be competitive to change the way of life of the individual.

5.2.2 Summary on the Influence of Macro-environment Factors

In summary, referring to the research question: The external factors related to macro environment (i.e. Political and legal; Economic; Social; and/or Technology) that influence sustainable behaviour of tourist in tourism domains; the findings of this study points to social factors as having potentially significant influence among Indonesians. Social influence is less significant among Australians and Polish. Although this study did not directly investigate social influence on the topic of behaving sustainably at destinations, the presence of strong social influence among Indonesians can be harness for sustainable behavioural change both at home and destination given the right pro-environmental messaging. Another influence of social factor is also detected at individual level among Australians in terms of public announcement. Technology factor also as having some potential influence on some individuals' travel behaviour, specifically airline industry. With one participant from Indonesia

choosing to travel with companies that are better equip in dealing with carbon emissions. In the case of Australians, the author assumes the availability of a systematic handling of waste management implemented by the local government throughout the country influence the pro-environmental habits among Australians and possibly increase their awareness and concern for the environment as well, as described by Wu et al. (2021) on the availability of facilities in their past study.

5.2.3 Micro-environment Factors

Price. This study reveals that Australians exhibit higher pro-environmental behaviours at home compare to Polish, and especially Indonesians. Australians pro-environmental actions entail a willingness to invest in costly items like solar energy systems and to support local farmers' markets despite their often higher prices, reflecting a commitment between environmental concerns and financial consideration. At the same time, the use of second-hand goods underscores a pragmatic approach to sustainability among many Australians. Nonetheless, efforts toward pro-environmental actions at home may not be translated into pro-environmental behaviours while on holiday as pointed by D. Miller et al. (2015). Previous study by Miller et al. (2015) measure pro-environmental behaviour of their respondents in four key categories namely recycling, green transport use, sustainable energy/material use, and green food consumption. Miller et al. reveal that many tourists "*de-emphasise pro-environmental behaviours while on holiday*" compared to their home-city behaviours, citing they only engage in environmentally conscious actions when traveling if it was convenient. Furthermore, past study of De Araújo et al. (2022) finds that although tourists have strong environmental beliefs, there is no significant effect of environmental beliefs on willingness to pay at the destination.

This study further investigates aspects associated with price or cost across the tourist domains that may determine influence on participants' sustainable behaviour while on holiday. Overwhelming majority mention price as their motivation in making decisions for either mode of transportation to the destination, accommodation, as well as for tourist attractions that offer sustainable services. Stangl et al. (2020) consolidated literature reviews detailing the existence

of a relationship between willingness to pay (WTP) and price sensitivity of visitors based on their travel motivation. Stangl's study reveals three travel motivation clusters that are different in terms of the minimum, maximum and fair prices that travellers are willing to pay, and further suggests that travellers that tend to go for cheap deals allude to their price sensitivity. In some instances throughout this study, price sensitivity affect decision-making process of some participants. Many participants state that if all things equal, in terms of price and other factors, for accommodation and tourist attractions, they are more inclined to choose the sustainable option. However, sustainability itself is not the main driver to choose the product or services in the first place. Chekima's (2016) past study that suggests premium prices coupled with knowledge and positive attitude towards the environment, can lower price sensitivity on otherwise typically premium prices of pro-environmental products and services, can be explained only on a handful of individual participant that are willing to pay higher price for tour operators that support the local community and preserve the environment.

Previous study by Lee (2021) on green supply chain management (GSCM) reveals that if consumers receive clear and comprehensive information, although prices may be higher, purchase intentions for eco-friendly products can increase regardless. A few individuals (A.6 I.6, and P.8) across the three country groups mention their willingness to pay higher price for souvenir products with information showing sustainability, and for tour operators that describe sustainable practice and support for the local community, confirming Lee (2021). This study concludes that some individuals are influenced to make pro-environmental decisions when price coupled with other factors such as ease and comfort, clear and comprehensive information is present.

Product/service availability. While this study does not directly address product or service availability, it reveals that the presence or absence of supportive infrastructure can significantly impact sustainable behaviour at home. Australian participants benefit from well-established systems that encourage pro-environmental actions, such as accessible recycling programs and incentive-based initiatives like cash for cans. In contrast, Indonesian participants often face barriers due to the lack of supportive services, leading to limited or no waste separation. Polish

participants experience mixed outcomes, with the effectiveness of sustainable practices largely influenced by waste management for those living in housing blocks.

This study inquires if the participants maintain similar pro-environmental actions at the accommodation as they would at home (see Attachment 3). Overwhelming majority state that they behave the same way, with a small number claim to behave better and even lesser claim to be worse. Past study by Miller et al. (2015) describes the contrasting pro-environmental behaviour between home and tourism context using quantitative method in four major categories: recycling; green transport use; sustainable energy/material use (lighting/water usage), and green food consumption; whereby in all four categories, pro-environmental behaviours at the destination are influenced positively (or negatively) by (lack of) availability of facilities. Majority of the participants in this study observe similar behaviour at home and at destination on not littering. The main drawback for some individuals are the lack of recycling facilities, e.g. only one bin at the accommodation, that impedes on their recycling habit. Lack of facility availability for recycling reduces the habit cross-over from domestic setting to destination setting. Other participants utilise the water dispenser facilities for potable water refill at eco-friendly accommodations instead of using plastic water bottles. This finding supports past study by Wu et al. (2021) that determines pro-environmental behaviour in Chinese nationals are evident at destinations that provide significant environmental information and more available facilities (e.g. recycling bins). Therefore, this study determines that availability of facilities that promotes pro-environmental behaviour influence sustainable behaviour at the destination among some individuals.

Product attributes and quality. Across the three countries, it established that Australians show more pro-environmental actions and stronger awareness and preference for products with green attributes at home, followed by Polish and Indonesians, respectively. Based on past their past study, Wasaya (2021) suggests that the impact of green perceived quality on consumers' green purchase intentions can be amplified when moderated by the customers' environmental awareness. Essentially, tourists may be attracted to green products and services if the green attributes are well communicated and if they are knowledgeable and aware of the quality. This study finds that Australians are deliberate on the origin of a souvenir they purchase while on

holiday, suggesting that Australians are thoughtful and intentional about the source and background of the souvenirs they choose to buy (see Appendix 7). Polish also insist on understanding the origin and material of the souvenir prior to purchase. These qualities align with Wayasa's (2021) findings showing that Australians and Polish' intrinsic environmental awareness increase their attraction to products with green attributes and that they are intentional with their purchase. A Polish participant further state that *"If (the souvenir) have some mark, brown paper, or the logo that it is recyclable material, than it would justify for the higher price for me"*.

Indonesians, on the other hand, are careless on the origins of the souvenirs, giving emphasis on where it was purchased rather than where it was made. They also claim to give more preference on items based on the aesthetic feel and not on the sustainability of the product. At the same time, many prefer items made of natural materials such as wood and plant-based materials, as well as recycled materials.

The recent study by Qiu et al. (2024) presents the notion that souvenirs can facilitate the dissemination and promotion of culture and it gives souvenirs unique characteristics and cultural connotations. However, Qiu's study neglects to acknowledge such souvenirs can be produced outside the destination and the implication of this on the local businesses. This study, however, place more emphasis on locally made souvenirs based on the three-pillar framework of sustainability: Economic sustainability focuses on creating economic opportunities for local communities, ensuring that tourism revenues stay within the destination, and promoting sustainable business practices (Pratt et al., 2018; Streimikiene et al., 2021). Although majority of the participants across all three countries have preference for souvenirs made of natural materials, only Australians and Polish are widely concern with the origin of the souvenirs showing underlying preference to support local economy. This study finds that Australians and Polish are influence by the green attributes namely the locality of the souvenir, compare to Indonesians that are minimally influenced.

Store related attributes. Stores that prioritize local, eco-friendly, or ethically produced goods – such as sustainable local food, drink, and crafts – are seen as supporting responsible tourism and local economies (Cai et al., 2024; Gallardo-Vázquez, 2023). Stores that reflect and

respect local culture, traditions, and community values contribute to social and cultural sustainability (Väisänen et al., 2023).

Cai et al. (2024) conducted research on consumer's willingness to pay through mock up product representing sustainable attributes. The sustainable attributes are based on the three-pillar framework. Based on literature reviews, Cai et al. (2024) classified sustainable attributes as follows: Economic sustainability is demonstrated by businesses funnelling profits into the local community; Socially sustainable products are traditionally produced by local people and align with health, welfare, and social justice principles; and Environmental sustainability attributes include using upcycled materials for packaging and minimising waste and pollution in production processes.

This current study analyses participants' response on their behaviour in purchasing souvenirs (see Appendix 7) while applying Cai's three pillar based sustainable attributes. On Economic sustainability: Whilst it is impossible to discern whether the shops or street vendors are locally owned businesses, overwhelming majority claim they prefer to buy their souvenirs from small shops, street vendors, and local market, with some individuals express their belief that they are supporting local businesses if buying at the small shops. On Social sustainability: The sustainable tourist behaviour would be to purchase locally made products. As mentioned above, Australians and Polish are more concern with the origin of the souvenirs, compare to Indonesians. Environmental sustainability entails materials that are safe for the environment. Overwhelming majority responded that they prefer natural material such as wood or plant based materials. An individual that collects postcard would prefer to buy recycled paper.

Based on the study of Cai et al. (2024), this study finds that participants from all three countries – Australia, Indonesia and Poland – are influenced by sustainable attributes with the slight exception among Indonesians vis à vis the origin of the product.

Brand image. Bashir (2020) found that growing environmental awareness and appreciation for pro-environmental actions (functional benefits), along with the belief that green hotels protect and preserve the environment (emotional benefits), will initially shape consumers' perceptions of green hotels as competent, reliable, and committed to sustainability

(green brand image). Over time, these perceptions contribute to the development of consumer preference, trust, loyalty, and a lasting positive image of green hotels. In this way, even if other hotels have the same environmental concerns, features, and performance as the green hotels, the consumers will prefer to go to the green hotels.

This study proposes green brand image of sustainable tourist attractions, and sustainable accommodation through eco-certified accommodation, to investigate the influence of green brand image on the participants. This study finds that majority of Indonesians have had the experience of selecting tourist attractions with sustainable practices and are intentionally seeking these types of attractions (see Appendix 5). This indicates that Indonesians are prone to be influenced by green brand image in the tourist attraction domain. On the other hand, Australians have indicated scepticism as their reasoning for not choosing sustainable tour operators. However, majority will be swayed to choose the sustainable option when confronted with another. This indicates that Australians can be influenced by green brand image. Polish, however, have shown no interest in tourist attractions with sustainable practices citing they have never seen any, and only a handful state that they will consider this option in the future. This indicates green brand image's minimal influence on Polish participants.

Following the logic presented by Bashir (2020), when applied to sustainable tourism attractions in this study, participants' functional and emotional benefits on green tourism operators will shape the participants' positive perception and preference on green tourism operators. This line of thinking, however, does not fully align with the findings of this study. This study has established that Australians, followed by Polish, have higher environmental awareness and more pro-environmental actions at home compare to Indonesians. Therefore, according to Bashir, Indonesians should have shown less interest in sustainable attractions as their level of environmental awareness and pro-environmental actions are the lowest among the three countries. However, the opposite is true in the case of Indonesians and therefore Bashir's findings are rejected. A possible explanation for the discrepancy in Bashir's findings, is that in Indonesia there are many tourism attractions and operators offering nature tourism claiming sustainable practices (as mentioned by I.7), as such Indonesians are more familiar with the concept and are less sceptical with the sustainable offers.

Eco-labelling and certification. There is a smorgasbord of researches conducted on the topic of eco-certification or eco-label, with few investigating determinants of tourists' pro-environmental hotel choices (e.g. Cui et al., 2020; Errmann et al., 2021; Kim et al., 2020; Sadiq et al., 2022; Xue et al., 2023). Cui et al. (2020) found that when a person's moral self-regard is heightened by virtue of physical cleansing, that person is motivated to engage in pro-environmental travel behaviors and experienced more guilt for not choosing a morally preferred environmentally friendly travel option. Errmann et al. (2021) provided empirical evidence that mindfulness increases tourists' preferences for pro-environmental hotels because mindful tourists are less materialistic. Kim et al. (2020) discussed choice architecture as a critical factor that significantly affects travellers' preferences for pro-environmental hotels. Sadiq et al. (2022) highlights the attitude-behaviour gap in choosing eco-friendly hotels, while Xue et al. (2023) elucidates the influence of eco-certificate as outcome-focused, and eco-efforts as more process-focused on tourists' pro-environmental hotel choices. Eco-certificate signifies the achievements of the hotel on their environmental implementation and practice, whilst eco-efforts feature the inputs and actions taken by the hotel to protect the environment.

This study asked if the participants look for accommodations that are eco-certified when deciding on where to stay during holidays (see Appendix 3). Previous study by Sadiq et al. (2022) highlight an attitude-behaviour gap among Indian tourists in selecting eco-friendly hotels, and suggest that both environmental concern (altruistic value) and health concern (egoistic value) are important drivers in reducing the attitude-behaviour gap in eco-friendly hotel choice. This study has established that Australians are by far show higher environmental concern and awareness through active pro-environmental actions at home. However, an overwhelming majority of Australians rejected the notion of eco-certified hotel as a holiday option, with some citing scepticism on the certification, an excuse to charge higher price, and that price is their main driving factor. In the case of Australians, this study's findings is not in line with Sadiq's in that strong environmental concern among Australians does not drive sustainable behaviour to choose eco-friendly hotel. Indonesians, on the other hand, show more positive attitude towards eco-certified hotels. With small number of Indonesians already intentionally seek hotels that are eco-certified, many reveal they will choose the eco-certified option when faced with choices. This finding is again not align with Sadiq's et al. (2022) results

as Indonesians are categories as having the least environmental concern and inadequate pro-environmental actions as home among all three country groups, however, Indonesians are more influenced by eco-certified hotels compare to Australians and Polish.

This finding also fails to elucidate, based on Xue's et al. (2023) past research, if the Australians could be influenced by eco-efforts instead of eco-certified hotels. Interesting to note, some individuals throughout all three countries have expressed positive reactions with tourist attractions posting their eco-efforts confirming Xue's findings. One Polish expressed checking for eco-efforts of a hotel if eco-certification is not present. At the same time, another Polish expects a lot more from eco-effort statements by the accommodations to be convinced.

When based on eco-certification variable alone, this study can determine that eco-certification of an accommodation provide less to no influence on national context among Australians and Polish participants, respectively. Among Indonesians, however, eco-certification is detected to be influential in their choice of accommodation. At individual level, this study confirms both eco-certification and eco-efforts influence some individuals across three country groups profoundly that it has been their main driver in their decision-making process. This is in line with Wehrli's (2011) definition of sustainable tourist, whereby sustainability is among the top three influencing factors while booking vacations.

This study notes some individuals express inadequate knowledge and lack of information on eco-certification accommodations. Whilst Gutierrez (2020) emphasizes that consumers' environmental attitudes, awareness and knowledge are necessary in order for consumers to seek out eco-labels and certifications, more is needed to bring this into attention for tourists in Australia and Poland.

Other situational variables. The influence of social media platforms and the internet is undoubtedly present among the participants. Social media has transformed the tourism industry by enabling information sharing and influencing travel decisions, according to Y. Joo et al. (2020). Xiang and Gretzel (2010) found that social media plays a large role in the online tourism domain when people are making travel plans. The findings of this current study confirm the findings of these previous studies as overwhelming number of participants across

all three countries employ social media platform and the internet at varying degree to assist them in making decisions for their travel plan (see Appendix 1). Some would be more detailed than others, while a handful of individuals from Australia and Indonesia would abandon all caution and risk travelling without prior knowledge of the destination as this is part of the adventure.

Previous study by Filieri et al. (2021) revealed that eWOM mainly affects tourists' intentions and decisions to visit a destination and attractions through visual cues namely user-generated pictures, and on the contrary, information quality did not affect tourists' decisions. The findings of this study determine that Indonesians are active users of the social media platforms and internet in general, with many claim to be influenced by videos and reels especially on culinary tourism, to make the travel (see Appendix 8 and 5.1). Furthermore, Indonesians have mentioned almost double compare to Australians and Polish on keywords related to social media and internet throughout the interviews. Nonetheless, overall participants from all three countries claim to read reviews and opinions online to help them make a decision one way or the other. Some even claim, tourist attraction's online presence is necessary to influence them to visit, with at minimum some visual cue. This is indicative that social media and the internet have influence over the three country groups, with Indonesians being heavily influenced compare to Polish and Australians, respectively.

5.2.4 Summary on the Influence of Micro-environment Factors

What are the external factors related to micro-environment (i.e. Price; Product/Service availability; Subjective norm/ social norm and reference group; Product attributes and quality; Store related attributes; Brand image; Eco-labelling and certification; and/or other situational variables) that influence sustainable behaviour of tourist in tourism domains? This study determines that external factors on micro-environment influence sustainable tourist behaviour at national and individual level, with some factors are influential while others are less influential or not at all.

Price is an influential factor among the overwhelming majority of the participants across all three countries although only minority of individuals indicate willingness to pay for higher

prices if the product and service is sustainable. Among these individuals, the contentment of paying higher price is knowing that they are contributing to the local economy and indirectly support the local community through responsible tour operators. Lee (2021) urged the need for clear and comprehensive information to increase purchase intentions for eco-friendly products. The individuals willing to pay premium prices indicate preference for clear information on sustainability practice from the tour operators, such as clear actions to support for local environment and community. Furthermore, clear labelling on sustainable information for souvenir products, sustainable packaging, and presence of local shop assistant to describe the sustainable materials and process of the souvenir are some factors that influence these individuals to pay premium prices on souvenirs. These individuals are present among Australians, Indonesians and Polish participants. Many participants indicate price sensitivity across many tourist domains, such as travel, transportation, accommodation, and tourist attractions, by opting to choose the cheapest and not necessarily the sustainable option especially with accommodation and tourist attraction domains. Interestingly, participants' price sensitivity in transportation domain has unintentionally made them choose the sustainable option when flying i.e. Economy class. Unintentionality is highlighted as majority of those flying Economy class are willing to fly Business or First Class if paid for. A Polish participant commented that airlines should increase their prices to prevent people from making unnecessary trips rather than charging carbon emission offset. Whilst many Australians have purchase carbon emission offset in the past (see Appendix 2.4), majority are sceptical of the effect this has on the environment, and the small amount of around 2 AUD is insignificant in terms of monetary value but sufficient to ease guilt from travelling among many Australians. With regards to trust in street or local vendors when they purchase souvenirs, majority expects to pay premium prices as tourists and opt to buy souvenirs from shops with fixed price to avoid being scammed instead, however, only small minority indicate willingness to pay the premium price for sustainable souvenirs. This study concludes that although price itself is the main driver for majority of participants, only a small number of individuals are willing to pay premium prices for sustainable products and services.

Overwhelming majority across all three country groups maintains their basic habit of not littering while at the destination. Only small number of individuals have indicated the lack of

facilities at the destination, especially in the accommodation, that prevent them from carrying over their recycling habit at home thus lowering their sustainable behaviour while at the destination. This finding is in line with other previous research (Holmes et al., 2021; D. Miller et al., 2015) that indicate a decrease of sustainable behaviour in the holiday context compare to at home. These individuals are Australians and Polish, among those that have indicated stronger pro-environmental behaviour at home and heightened environmental awareness. On the contrary, majority of Indonesians indicated a low pro-environmental behaviour at home citing the lack of integral waste management system that can support segregation of household waste. The lack of Government action in setting this system has made many Indonesians to resign from segregating their waste at home, as the garbage collectors will mix them up again as commented by many. Wu et al. (2021) investigated Chinese tourists' behaviour to be more pro-environment at destinations that provide more facilities to support pro-environmental behaviour, such as recycling bins, compare to what they are accustomed to at home. The findings of this study elucidate the importance of available facilities that support pro-environmental behaviour at destinations as it can influence sustainable tourist behaviour from both nationals with strong and weak waste management system at home.

Indonesians in general show more trust in recommendations made by friends and family to visit a destination or tourist attraction, followed by Polish (see Appendix 5.1). Australians on the other hand, are more independent minded in making decisions and will not be influenced by recommendations from people they trust before doing their own investigation. This finding points to stronger social influence among Indonesians, followed by Polish, but much less among Australians. This can be contributed to Hofstede's Cultural Dimension theory on the Individualism vs Collectivism dimension, whereby Australians are highly individualistic compare to Indonesians that are highly collectivistic while Polish is somewhat in between. This study finds that Indonesians are also more influenced through social media platforms and internet in general as they rely heavily for their information on sustainable actions from these media (see Appendix 8).

Based on the study of Cai et al. (2024) in defining product attributes according to the three-pillar framework, this study finds that under economic sustainability, overwhelming majority

are attracted to small shops, local markets, and street vendors implying support for local businesses. Purchasing locally made products are defined as upholding social sustainability pillar, whereby Australians and Polish are more influenced to purchase locally made products. Indonesians are less concern with where the souvenir is made but rather more concern with where the souvenir is bought. Environmental sustainability attributes include using upcycled materials for packaging and minimising waste and pollution in production processes. Some participants address the difficulty of knowing whether the souvenir they want to purchase has minimal impact on the environment. Nonetheless, majority have preference towards souvenirs made out of natural materials, plant-based material, and non-plastic (see Appendix 7). With reference to Cai's definition of sustainable attributes, this study can determine that majority of the participants from all three countries uphold the Economic and Environmental sustainability pillars, while only Indonesians are lagging under the Social sustainability pillar. Therefore, this study concludes that all three countries – Australians, Indonesians, and Polish – are influenced by green product attributes with Indonesians are less influenced on the origin of the product.

Indonesians surprisingly have more experience and show preference in choosing sustainable tourist attractions and eco-certified accommodations, compare to Australians and Polish, contradicting many previous research (Bilynets et al., 2022; Cui et al., 2020; Kim et al., 2020; Sadiq et al., 2022, Xue et al., 2023). The previous studies state that tourists with stronger pro-environmental behaviour at home with heighten environmental awareness are more likely to choose eco-certified accommodations and sustainable tourist attractions. This is not the case with Australians, however, because they are more sceptical towards eco-certification, and hardly seek sustainable tourist attractions even though they show the most pro-environmental behaviour at home compare to Indonesians and Polish (see Appendix 3.1 and Appendix 5.3). Nonetheless, majority of Australians claim they can be influenced to choose the sustainable tour operator if faced with two similar options. Findings on Polish also contradicts the previous studies statements as majority are not attracted to eco-certified accommodations and are less so with sustainable tourist attraction. Furthermore, Polish also claim that they will not be swayed by claims of sustainability by the tourist attractions. Based on these findings, this study can conclude that in general, Indonesians are influenced by eco-certified accommodations as well as sustainable image of tourist attractions. Australians are

not influenced by eco-certified accommodation but may be influenced by sustainable tour operators, while Polish are not influenced on both counts.

5.2.5 Summary Findings and Interpretation Challenges of the Results

The findings of this study based on the three research questions on what internal and external factors influence sustainable behaviour of tourist in tourism domains as discussed above, are summarised in Table 5.2 below. The table distinguishes the level of influence each determinants have on sustainable tourist behaviour with reference to the tourist domains, and further distinguish if the influence is indicated at national context or individual level.

National context explains the influence of a factor on sustainable tourist behaviour appear to be a common trait or behaviour among majority participants from that country national. Individual context describes the influence to appear among a small number of individuals either across all three-country groups or in a particular country. This influential relation, albeit small in number, is included in the result summary to highlight the profound effect of certain factors have on these individuals. The advantage of a qualitative study such as this study is to allow deeper understanding on intentions and motivations that drive the participants in their decision-making process. It allows the researcher to see beyond numbers and detect certain behaviours that would not be apparent, even ignored, under quantitative studies. It is therefore counterproductive to dismiss the notable differences of an individual among the rest. Furthermore, although some behaviours or attitudes dominate across the national context, the individual's independent stance on the topic of discussion shows that other approaches exist.

A notable limitation of the summary result presentation is its incapacity to explain the relation between internal and external factors influencing each other, as presented in the conceptual framework. Objectively, the data collection process did not reflect heavily on this relation, and the interview questions are designed to avoid leading answers. This study can however surmise that influencing relations between internal and external factors exist. For example, internal factors such as habits, values, knowledge and trust influence external factors on eco-certified/eco-effort accommodations, price, and green brand image, among others. Some participants notably address their lack of knowledge on eco-certification to consider this

when choosing accommodation. This implies that others that are seeking eco-certification accommodation have a certain level of knowledge, i.e. internal factor, on this external factor. Another sign of influence can be deduced from the interview results with regards to external factor of Government policies and regulation in Australia. Conjecture on Government policies on waste management system in Australia has been instrumental in influencing pro-environmental habits among Australians at home as well as increasing their environmental awareness that presumably influence their sustainable decision making.

From Table 9 below, the findings show the level of influence each factors have on tourists making sustainable decisions for the holidays. This study attempts to add the specific tourism domains where a factor is detected to have influence in. A novel point of discussion arise as to whether it is appropriate to simply classify a person as a sustainable tourist, or not, based on any tourism domains. Participants across nationalities have demonstrated a certain level of sustainable behaviour on some domains, while lacking in others. Referencing the compilation on definition of sustainable tourist adapted from Juvan (2016) in Chapter 2, overwhelming majority of participants across all three-country group at any one point of the tourism domains have shown to demonstrate such sustainable behaviours. The sustainable tourist definitions (Juvan, 2016) ranges from the bare minimum of “See and enjoy, but does not destroy” (Poon, 1993); “would like to make economic contribution to the host economy and therefore purchase local products such as food and crafts” (Shamsub and Lebel, 2013); to the extreme “Not take holiday away from home at all so as not to harm the environment in any way, as a tourist (Swarbrooke and Horner, 1999), have been detected among each participants. However, a common thread of sustainable tourist definitions in Juvan’s compilation is the assumption that the sustainable tourist acts sustainably through a conscious decision. This assumption eliminates many participants that have incidentally acted sustainably. This has become the main challenge in determining what sustainable tourist behaviour is. This study managed to identify determinants that influence the participants to act sustainably, but it fails to identify whether the sustainable act is based on a conscious decision or incidental or situational.

Table 9 Summary of influence level of determinants on sustainable tourist behaviour at tourist domains based on national and individual context

	Determinants	Influence detected on sustainable tourist behaviour	Less influence detected on sustainable tourist behaviour	No influence detected on sustainable tourist behaviour
National context	Internal factors	) Habit → AUS, IND, PL) PCE (Tourist attraction domain) → IND) PCE (Destination domain) → IND) PCE (Souvenir domain) → PL) Knowledge → AUS, IND, PL	) PCE (Souvenir domain) → AUS) PCE (Destination domain) → AUS, PL) PCE (Accommodation domain) → IND) PCE (Tourist attraction domain) → AUS	) Emotions) PBC) Trust) Values and personal norms
	External factors: Macro-environment	) Social factor → IND	) Social factor → AUS, PL	) Political and Legal) Economic factors) Technology factor
	External factors: Micro-environment	) Eco-certified (Accommodation) → IND) Social media influence → IND, PL, AUS) Sustainable attributes on souvenir domain:) Economic sustainability – support local business → AUS, IND, PL) Social sustainability – support local made → AUS, PL) Environmental sustainability – support eco-friendly materials → AUS, IND, PL) Brand image (Sustainable attractions) → IND, AUS	) Sustainable attraction → PL	) Price) Product/Service availability

	Determinants	Influence detected on sustainable tourist behaviour	Less influence detected on sustainable tourist behaviour	No influence detected on sustainable tourist behaviour
Individual context	Internal factors	) Emotion (i.e. guilt) → AUS) Strong Personal norms → AUS (3), IND (1), PL (4)) PCE (Accommodation domain) → AUS, IND, PL	) Strong Personal norms → AUS (1)	<i>Not identified in this study</i>
	External factors: Macro-environment	) Social factors → AUS, IND, PL) Political and Legal → AUS, IND	) Technology factor → IND (1)	<i>Not identified in this study</i>
	External factors: Micro-environment	) Price (Willingness to pay premium) → AUS, IND, PL) Availability of facilities → AUS, PL) Eco-certification → AUS, PL) Eco-efforts → PL	<i>Not identified in this study</i>	<i>Not identified in this study</i>

Source: Author compilation

Nonetheless, there are individual participants across the three-country group that state their decision is to support local businesses (e.g. on eating local food, on purchasing souvenirs, on choosing small locally owned accommodation, and on choosing tour operators that give back to the local community).

A prominent example of the challenge in identifying sustainable tourist is when interpreting the results for eco-certification. Whilst this study posed a direct question on whether the participants look for accommodation that is certified as eco-friendly (see Appendix 3.1), it can be inferred on this question alone that majority of Australians and Polish are not influenced by eco-certified accommodation, while Indonesians are influenced. Although this notion is not incorrect, it is however incomplete. Investigating further into the types of accommodations, the Australians and Polish are mainly drawn towards small to medium size accommodations; privately owned, such as homestays and apartments; nature oriented, such as camping grounds and caravan parks; and avoiding chain hotels. Furthermore, majority of Australians and Polish also prefer locally owned accommodations. By comparison, majority of Indonesians prefer hotels – chain and internationals – for its familiarity and safety, and are indifferent towards the ownership of the accommodation. According to Mehmetoglu (2010), a sustainable tourist is someone who was [is] concerned about sustainability issues i.e. of economic benefit to local people as foreign owned accommodations has a high potential to cause leakage in the industry (Oka et al., 2016; Terzioglu et al., 2016). When the results on accommodation domain are dissected further to find whether the decision to support local businesses or preference for eco-certified accommodation is a conscious decision, the number of participants supposedly observe sustainable behaviour dwindles even further. The previous assumption that majority of Australians demonstrate sustainable behaviour because they prefer locally owned accommodations, has dwindled to a handful of individuals [A.6, A.8, A.11] that have expressed either directly or implicitly towards a conscious decision to act sustainably. Followed by Indonesians that expressly prefer eco-certified accommodation [I.4] and support local business [I.7]. Out of the majority of Polish participants that prefer locally owned accommodation, none has expressed either directly or indirectly towards this conscious decision. However, two Polish participants do actively seek eco-certified accommodations

[P.5, P.7]. This revelation reduces significantly the numbers of supposedly sustainable tourists. The previous interpretation suggests the influence is at national context, however, after readjusting to the definition of sustainable tourist as a person that makes conscious sustainable decisions, the influence is now seen at individual level only. This study suggests that the strict approach in defining sustainable tourist behaviour eliminates incidental sustainable behaviours, and thus provide a clear result in defining which determinants influence actual sustainable tourist behaviour.

There are inherently some flaws in such a strict and narrow definition on sustainable tourist. A qualitative method such as employed by this current study provides a robust findings through the in-depth interviews. Nonetheless, the results may not ever fully reflect the actual intention behind the chosen behaviour. Furthermore, in the effort to understand fully one's real intention in carrying out a sustainable behaviour, either consciously or incidentally, the interviewer must be cautious to avoid leading the answer. It can be argued as well that an immediate response showing one's conscious decision to behave sustainably, may indicate that the issue of sustainability is internalised and thus expressed much freely. Obviously, certain conditions are needed whereby the interviewee feels comfortable and not intimidated to say the right things.

Another interesting challenge arise is when addressing whether participants flies Economy or Business/First class, while travelling. Naturally, an overwhelming majority state they would fly in Economy class because of cost, budget, or price point. According to Thrane (2015), long distance travel have a profound effect on the environment. Interestingly, only 5 to 11 per cent of the world's population flew according to Tuppen (2021) with "a staggering 1 per cent of frequent fliers were responsible for half of all carbon emissions from aviation". Tuppen (2021) proposes to fly Economy class as one of the several ways a tourist can minimize his/her carbon footprint when flying is the only option, because "A First-class ticket on a long-haul flight emits approximately four times as much carbon as an Economy seat". Further carbon footprint can be reduced if the plane is full with only one type of class available (e.g. budget airline). Based on the above information, a conclusion can be drawn that overwhelming participants have incidentally acted sustainably influenced by price, or are incidental sustainable tourists. Interestingly when participants were asked if they would fly First class if they get a free

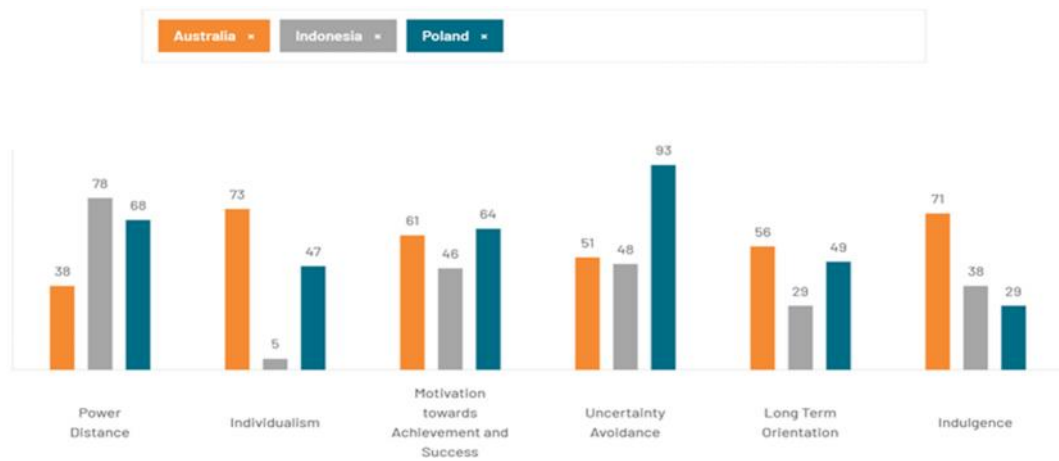
upgrade or someone else paid for it, an overwhelming number would jump at the chance. However, a substantial number of Polish participants [P.7, P.8, P.9, P.10, P.11] claim they will remain in Economy class even if paid for to fly in Business/First class because they do not need the luxury. In one conversation with a Polish participant [P.5] after the participant indicate willingness to upgrade, the participant was informed of the larger carbon emission of flying First class. The participant then states feeling glad for never flying First class and no longer desires to fly First class. The change in attitude of this individual informs that knowledge on environmental awareness, specifically on carbon emission, can influence sustainable behaviour. It is unknown, however, if the rest of the participants that are willing to upgrade will be influenced if presented with the same knowledge on higher carbon emission as this Polish individual. The question on whether the participants are willing to upgrade for free is an unplanned follow up question, and have not been asked to all participants. This study therefore proposes further research on the effect of increased knowledge has in influencing sustainable tourist behaviour.

The overall challenge in interpreting the results from this study is the inability of the Author to find prior research that employs qualitative method on any of the factors presented in this study. Quantitative analyses have a tendency to dismiss the minority as an anomaly, and therefore ignored in its data interpretation. The Author admits to fall into this tendency at times as the influence of quantitative data interpretation becomes more evident.

5.3 Influence of the Country of Origin on Sustainable Behaviour of Tourists from Australia, Indonesia and Poland

This study aims to elucidate whether cultural context of Australians, Indonesians, and Polish influence sustainable behaviour at the destination based on Hofstede's cultural dimension theory. To understand where each country stands on the current cultural dimension value, Figure 8 below has been extracted from a country comparison tool available online in The Culture Group.com (<https://www.theculturefactor.com/country-comparison-tool?countries=australia%2Cindonesia%2Cpoland>).

Figure 8 Hofstede's Cultural Dimension Theory values for Australia, Indonesia and Poland



Source: The Culture Factor Group (2024b)

This study identified some factors that may be elucidated within cultural context with reference to Figure 8. The limited number of participants in this study, however, impedes this study's ability to generalise the findings. Furthermore, this study's research method in qualitative analysis although advantageous in collecting a robust data, can be problematic in data interpretation with its nuanced responses. Therefore, this study attempts to limit its interpretation based on cultural dimension context to findings that may strongly indicate a cultural influence.

Food and beverage domain. A past study mentioned in Manrai et al. (2011) on behaviour of USA and Japanese tourists on group tours show evidence of Hofstede's Cultural dimension, specifically Individualism and Uncertainty Avoidance dimension. According to the study, the USA tourists' travel related behaviours such as preference/choice of local foods and beverages, taking long trips, preference/choice of action-oriented tourism, wanting to see authentic things at destination, etc. can be explained by the individualistic nature and low uncertainty avoidance tendencies of the USA tourists. On the other hand, the collectivistic and high uncertainty avoidance tendencies of Japanese tourists explain their travel related behaviours such as preference/choice of own cuisine, traveling in groups, preference/choice of safe activities, rigid planning of the trips, satisfaction in seeing "staged" events, etc.. It is pertinent to note that this particular study has been conducted in over a decade and there has been a shift in the current cultural dimensions of Japan and USA according to Hofstede's Cultural dimension values (see

<https://www.theculturefactor.com/country-comparison-tool>). Nonetheless, this current study has noted similarity between the responses of Indonesian participants in terms of their preferences in food with the Japanese in the past study.

Indonesians have a tendency to first try local food and reverting to Asian food, especially when travelling in Western countries for a longer period of stay (see Appendix 6). Phrases such as, needing “*something familiar*”, “*I will need my rice*”, “*It’s different when I go to Asian countries*”, imply certain longing for familiarity and comfort food that they are accustomed to at home. It should be noted that other Indonesians that responded to eating local food, refer to local Asian or Indonesian food. Australians, on the other hand, express more enthusiasm and willingness to try local food as part of the adventure, to discover culture through food, and authenticity as their motivations. Understandably, Australia is a melting pot of cultures from many parts of the world thus Australian cuisine is very much comprised of a smorgasbord of food culture. Majority also responded that they normally eat something different at home compare to when they are on holidays. Polish participants are mainly driven by curiosity as the main driver for trying local food. The intensity of eating local food are less than the Australians, and majority have less experience trying food outside of European countries.

Figure 8 above describes the current value of Australia, Indonesia, and Poland on the Cultural dimensions of Hofstede. Extrapolating the Cultural dimensions on the eating habit of the participants while on holiday, with reference to previous study in Manrai (2011), Indonesians’ Collectivism (5) tendencies depict a normalcy in their preference toward familiarity and comfort in their food choice. However, Indonesian’s value on Uncertainty Avoidance (48) is leaning low, and this implies more willingness to be adventurous and open to trying new dishes. Possible interpretation is the low Uncertainty Avoidance pushes Indonesians to try, and experiment with local food, but the strong Collectivism in them will eventually revert them to the familiar rice dishes while on holiday.

In the case of Australians, their high Individualism (73) and mid to low-range Uncertainty Avoidance (51) can interpret their preference for mainly seeking local food and to immerse themselves in the local culture through food experience. Polish exhibit high Uncertainty Avoidance (93) according to the Hofstede’s current Cultural dimension value, implying greater

need for familiar, traditional foods, and may be wary of unfamiliar or exotic dishes. While they stand mid-way on Individualism dimension (47), implying a blend of individual choice and preference for familiarity of food tradition. The findings of this current study on Polish' local food preference lacks adherence to the Cultural dimension's interpretation, as Polish participants show similar strong preference to local food as the Australians. This findings can be contributed to the low number of participants to be able to make the correlation, or simply the case of 'the shoe doesn't fit'.

The findings on country of origin influence on sustainable behaviour based on Hofstede's cultural dimension theory is limited. Australians' strong preference for local food can be explained by their high Individualism (73) and mid-range Uncertainty Avoidance (51). As preference in eating local food is a sustainable behaviour that supports local economy, this study suggests that countries with high Individualism value and mid-range Uncertainty Avoidance value may influence sustainable tourist behaviour in food and beverages domain.

5.4 Limitations and Future Research

"The perfect imperfection". Qualitative study, such is the case for this current study, depicts this phrase perfectly as it generates a robust data and valuable insights into the minds of each participants as they describe in comfortable details their daily pro-environmental activities, and their decision-making process for the holidays. In-depth interview also allows the Author to not only record what was said, but also how it was delivered. Despite these valuable insights generated by this qualitative study, several limitations should be acknowledged:

1. **Limited Generalizability** - As is typical in qualitative research, the findings of this study are based on a small, purposefully selected sample of 33 participants – 11 participants each from Australia, Indonesia, and Poland. While the interview allows for in-depth exploration of experiences and perspectives, it limits the ability to generalize results to a broader population, and at some instance on itself.
2. **Subjectivity and Researcher Bias** - The interpretive nature of qualitative research means that the findings are influenced by the Author's perspective and potential biases. The

Author attempts to employ reflexivity whilst analysing the responses. Reflexivity, according to Jamieson et al. (2023), is the act of examining one's own assumption, belief, and judgement systems, and thinking carefully and critically about how these influence the research process. Nonetheless, with all previous study references that are available have utilised quantitative methods, the Author may sometimes fall into the quantitative sphere of analysis by numbers.

3. Participant Selection Bias – Attempting to find people willing to spend their time to sit through an interview with a complete stranger is challenging enough. Added to this the distance, especially for Australian participants. The Author had reached out to some people in each country that have in turned reached out to their circle of friends, families and colleagues. This may have caused some people from the same circle of friends to have similar views and thus a skewed the data. However, this has been minimal at best.
4. Reliance on Self-Reported Data - The study relies on participants' self-reported experiences, which may be subject to memory bias, social desirability, or selective disclosure. This can affect the accuracy or completeness of the data.
5. Time Constraints – The research was conducted over three months period and has gathered over 55 hours of recording. The data is very robust and the Author is unable to discuss and analyse in great length each and every results.

Further study is required to address some issues that share commonality across the three-country group. The issue of moral licensing is a recurring factor among some participants, more so in one group compare to others. Another potential issue for further study is the effect of life changing experiences that has the potential to alter behaviours. This issue arise among Australians (drought) and Indonesians (living abroad). It would be interesting to understand how these affect sustainable behaviour among the participants in the long run. Specifically on the Indonesian group, whereby majority have had the opportunity to study and live abroad for extended period of time and have stated that their pro-environmental behaviour have been developed during this period. Upon returning to Indonesia, however, they eventually have to abandon some sustainable habits for lack of available facilities to support their sustainable

behaviour at home. Therefore, the Author admits to many imperfections with internal and external constraints limiting deeper analysis on otherwise rich and robust research results.

6. Conclusion

The aim of this study is to determine what factors – internal and external factors – that influence sustainable tourist behaviour among the 33 participants from Australia, Indonesia, and Poland through in-depth interviews. This study further asks how country of origin influence sustainable behaviour of tourists from Australia, Indonesia and Poland. Whilst there is an abundant studies done in the field of sustainable tourism, this study contributes to the tourism literature through its application of qualitative method and investigation on actual tourist behaviours rather than intention to behave sustainably. Furthermore, the tourist behaviours are divided into seven tourism domains, i.e. Travel, Transportation, Accommodation, Destinations, Tourist Attractions, Food and Beverages, and Souvenirs, providing a robust collection of data. This advantage allows the Author to determine level of influence, not only in intensity of the influence, but also in the context of national and individual context. Under a quantitative study, results presented in the individual context would have been normally dismissed as an outlier in the statistical parameters. However, this study has included these minority findings as they are profoundly distinct and indicate that other approach exist in addressing sustainable tourist behaviour. It is the opinion of the Author that a qualitative research bestows the opportunity to the researcher to look beyond numbers, and to detect behaviours, attitudes and intentions through nuances for deeper understanding.

Results on RQ1 indicate that internal factors at national context detected to influence sustainable behaviours of tourists are Habit, Perceived consumer effectiveness (PCE), and Knowledge, and at individual level, Emotions (i.e. guilt), Personal norms, and PCE were detected. RQ2 results indicate that none of the external factors on macro-environment was detected at the national level, however, Social factor and Political factor were detected at individual level. RQ3 results show that Social norms, Brand image (i.e. sustainable attractions), Eco-certification, Sustainable attributes, and Social media are indicated to influence sustainable tourist behaviour in the national context. In the individual context, Price, Facilities availability, Eco-certification and Eco-efforts are indicated to strongly influence certain individuals.

RQ4 investigated two aspects, i.e. food and beverages, and recommendation and trust. Under food and beverages, Individualism (73) and Uncertainty Avoidance (51) of Hofstede's cultural dimensions can explain Australians' preference for local food. Whereas, Indonesians' willingness to try local food can be explained by Uncertainty Avoidance (48), before reverting back to more familiar food can be explain by their Collectivism (5). Either dimensions - Uncertainty Avoidance (93) and Individualism (47), cannot explain Polish' preference for local food. Potentially because of the low number of participants and Hofstede's cultural dimensions is a culturally generalised concept. On recommendations from trusted source, Power Distance (38) and Individualism (73) can explain Australians' preference for independent research and verification. Indonesians' highly trusting attitude on recommendations reflect on the high Power Distance (78) and Collectivism (5). Polish' Power Distance (68) and Individualism (47), can explain their welcoming and appreciative attitude towards recommendation, yet verification may viewed as confirmation of said trust.

The Author proposed a novel approach in identifying sustainable tourist, as a result of challenges in result interpretations. A terminology that distinguishes sustainable tourist into the conscious sustainable tourist and the incidental sustainable tourist. The conscious sustainable tourist is the tourist that act sustainably based on their pro-environmental belief. This study suggests that the incidental tourists are the tourists that have incidentally made the sustainable choices during their travel for reasons other than what is represented in the three-pillar framework of economic, social and environment sustainability. For example, the decisions to fly in Economy class, or to stay at small locally owned accommodation because of budget restrictions. The above examples are sustainable choices made based on unsustainable (i.e. not the three-pillar framework) reasons. Sustainable tourists are defined extensively in many previous studies with the underlying notion that acting sustainably is a conscious decision by referring to their intention or motivation to behave sustainably is to support local communities (i.e. Economic sustainability), to respect local culture and heritage (i.e. Social sustainability), or to protect the environment (i.e. Environment sustainability). The Author proposes that the study of the incidental sustainable tourist in all seven tourism domains can assist in understanding the underlying motivations in their decision-making process, and to determine what – if any – factors may persuade them to become the conscious sustainable

tourist. The relevance of this distinction becomes apparent when measuring and identifying the real sustainable behaviour. The incidental sustainable tourist may act sustainably without sustainable intentions underlying the action. Ignoring the real intentions can result in incorrect interpretation and measurements, as well as inflating results through collectively pooling tourists with pro-environmental values (i.e. the conscious tourist) and those without pro-environmental intentions (i.e. the incidental tourist). Consequently, the appropriate actions and approach to the solution cannot be correctly targeted. Furthermore, there is an underlying assumption that the incidental sustainable tourist is closer to being the conscious sustainable tourist compare to the unsustainable tourist. Understanding the underlying motivation to behave sustainably can assist tourism stakeholders to implement appropriate measurements to increase sustainable choices.

This study also questions at what point a tourist is considered a sustainable tourist based on the responses across the seven tourism domains. Lack of knowledge has been cited and noted as the reason for the discrepancies in one's sustainable behaviour across the seven domains. Nonetheless, this line of questioning opens the potential for future discoveries in sustainable tourist behaviour. In conclusion, understanding these discrepancies also assist in achieving sustainable tourism with the onus on tourism management and local governments to create sustainable options across all tourism domains in order for tourists to make decisions based on sustainable options alone.

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Appendix 1: Travel Domain

1.1 Participants' response on their motivation to travel and if distance matter.

Australians		
Code:	Motivations to go on a trip	Does distance matter?
A.1	To visit family ; for work; trip nearby for holiday or relaxation	Yes. It costs a lot to take trips to Australia all the time or overseas. COST AND TIME CONSIDERATION . 3-4 hours max for short breaks.
A.2	Once you become a farmer, holiday is very different. Our families are also very far away. So most of our holidays is to visit friends and families .	Distance can't matter because they are family. We are travelling separately too because of the farm.
A.3	For a break. To relax. Learn about different cultures and experience different cultures and to be in nature .	Yes. In relation to the duration of the time I have to spend.
A.4	Pretty things	What matters is money.
A.5	Adventure. Time with husband and family . But it depends. I would go for work trips too.	Since Covid, I feel it's better to just stay on this side of the equator. I don't like to think about long haul travel anymore . Or maybe I'll break it off somewhere. I think it's also the phase of live that I'm in right now. We are trying to pay off the mortgage and travelling a bit more locally .
A.6	There's so many fantastic places to see in the world.	No . But I got stuck sitting in the middle on a long haul. That wasn't very nice experience.
A.7	To have a break . To see a place that I haven't seen before. Making memories.	Yeah definitely. Like 4 hour flight to Bali with twins that's doable. So I just wouldn't do Europe at the moment.
A.8	Fun. Restlessness. Adventure . I've always been one of those people that loves just going. I'm very impulsive. I've always traveled to other countries that I guess, have completely different cultures or something different to what is on offer here . Like just after Covid I decided to go climb Mount Kilimanjaro. So I went back to Africa. ...I just think life doesn't wait.	Not at all . I will go where adventure awaits.
A.9	Pure enjoyment. Being out in nature . My my last trip was to New Zealand, and I was on a paddle board. So I'd rather do that than be on a speedboat. So I guess that's a positive, isn't it? And yeah, although I'm on my way to the Maldives, which is probably a very bad place for the environment. Building things on it the when the land is sinking. So yeah, enjoyment motivates me. It's not to see friends or family . Just to relax. As you get older, you just wanna avoid a city, and I'd rather go somewhere where it's not a busy city.	No . It doesn't really matter putting up a lot of miles. Before Covid, I would travel nearby. But after Covid, I think it's time to see the world and go further . Sorry. I will ruin the environment.
A.10	Cultural interest or nature and environment .	It does but I guess I'm fortunate enough that I don't have to worry about distance in terms of cost . And I must admit I'll probably turn a blind eye where I'm flying to , you know, wherever knowing that probably it's not the most environmentally friendly past time flying around the globe. Not that I do it heaps, but yeah. It's hard to say it matters in terms of I am cognizant of it, but it doesn't deter me from going on a longer trip.
A.11	Beach. Destination. Relaxation. Holiday .	No

Indonesians		
Code:	Motivations to go on a trip	Does distance matter?
I.1	To experience the different cultures, for personal satisfaction because I love seeing new things, new culture, new food.	Yes. For example, since I'm staying in Europe, I prefer to go around Europe. And I don't want to go to like America, for example, this is too far. And, for example, if I'm in Indonesia, then I will just go to the Asian countries or Australia. I guess it makes more sense in terms of like the time and the cost and stuff.
I.2	My wife and I like something new. Adventure. The second reason is to revisit old places that we stayed in before. Other reason is work related.	The further the distance, the important it is to consider. I already travel overseas twice this year for work related, and my wife said that's enough.
I.3	New experience. Discovering something new. Finding inspirations.	I would say, the further we go the more different types of experience that we can actually explore. So it does matter in terms of finding more experience.
I.4	Mostly for work related. For holidays or relaxing, I would prefer to stay in Lombok because Lombok is beautiful.	Yes, it matters. I prefer to just in Lombok. Maybe 10km is already too far away.
I.5	For work like to go to conferences. Also I am influenced by social media. Especially video reviewers. Normally this is just for nearby destinations like culinary destinations. I like a good review. I think they are interesting and they make me want to have that experience as well.	It matters because normally that dictates the spending. But nowadays with the variety of choice for transportation and we can also check for discounts for accommodations and things like that so sometimes further destinations can be cheaper than nearby.
I.6	To widen my knowledge about the place. And learning about new things.	Yes. It's about the time constraint. Like visiting New Zealand will take so long for the travel so we want to have one month holiday to do this.
I.7	Currently I'm not so keen on travelling because I am more concern about my carbon foot print. Unlike when I was younger when travelling was a cool thing to do. I really weigh the importance of my travel especially if it's for work. I would travel twice a year to see my family in Malaysia for example. But with work I would try Zoom if that is an option rather than travel. I still travel though once a month for work by plane.	I am actually a couch potato. I prefer to stay at home and enjoy a good Netflix show.
I.8	To see my friends. Shopping. Having a new scenery. Just something new.	Yes, but mostly for the cost. Although it is shorter distance to fly from Lombok to Bali, but it is much more expensive than flying from Lombok to Surabaya. Maybe it's even cheaper to fly to Singapore.
I.9	Work and holiday. Leisure. No attraction.	No.
I.10	I love travelling. I would go to relax. I must admit I am influenced a lot by social media content creators that upload their review on certain destinations and that makes me also want to go and enjoy the experience. It makes me curious. Like this new coffee shop in Kuta that have Malaysian menus. I am curious to go there because for now I cannot afford to go to Malaysia so this is the next best thing for me. I also go to some places to take photos to post on my social media.	For me if it is still on the same island, distance doesn't matter so much. I would go on a moments notice if I have the time. A friend of mine said to me once that there is a nice coffee place up in Sembalun on the foot of Rinjani mountain, and we just hopped on the motorbike and go there for a two hour ride or more.
I.11	I normally mix business and pleasure. So I would go somewhere initially for something related to a certain business activity or things that we have to do, and then later we would just continue with sightseeing. In Lombok I would travel for family reasons.	Yes. If it is long, I feel too tired for that. I prefer nearby destination like in Bali. Even if we have been to Bali so many times, they always have something new to visit.

Polish		
Code:	Motivations to go on a trip	Does distance matter?
P.1	I love travelling. I live to be on the move. I love to be at the airports. It's a place out of your daily and personal issues. I also love visiting new places. Seeing new landscapes.	n/a
P.2	Great need for relax. I love travelling. To see how people live in other place, what they eat, and their culture.	A little bit. Because it impacts on the ticket price. But even if it's far and expensive, I will go.
P.3	To see something new, learning experience for my children on history.	Yes. Organising a long haul trip to SE Asia for example is difficult because of the distance. I did travel to Sydney and Canberra for business trip and manage to fit in sightseeing. Distance doesn't matter as long as it is easily reachable in terms of time and money.
P.4	A holiday. Family holiday. A short break from work and duties. And to be close to nature.	Yes. It's mainly about the kids. So if it's too far, we may have difficulty to convince the kids to go. Even when we travel by plane also we try not to go too far because of the kids. Before we had kids, we would probably travel far if we had the money. But then again we were different people back then with different mindset.
P.5	To have a break from work. I suppose active relaxation. In terms of sight seeing, walking. Either in nature or museums. So always active and getting to know other cultures, tasting food, observing people or nature. Something new.	If we don't travel with kids, maybe we will travel longer distance. But with kids, it is difficult to arrange the logistics. Also the advantage of Covid, we don't have to travel too much for business just for meetings. Many meetings and conferences we can do online now. I try not to go on long trips only for short amount of time. Like going to South America for a two day conference I think that is ridiculous.
P.6	I have two kinds of trip. I go to research trip, to visit research centers. And also for holidays. What motivates me is to do things that I like. I like to show my child the world, different things in other places, the nature. It is also entertainment for me to experience different things. I like travelling, sometimes I go back to places where I've been. Or go to new places. Sometimes my friends that are staying in a new place invite me to come so I like this because it can be cheaper. I also stay an extra week after a work trip. I think this is also more environmentally friendly policy that I take one train or plane trip instead of doing 2 separate trips. I think the longer I stay is better for the environment.	No. I don't take this into consideration. What bothers me is if I travel to for example to Barcelona, and I only stay there for 3 days. Then I'm thinking that's not fair. Or if I go to the USA, I wouldn't accept this trip if it's only for 3 days. I would like to stay longer to make sense of it.
P.7	I love travelling. I don't need a lot of motivation. To know new places, nature, the culture of the country, the food, to know new taste. I like things that are different from what I am used to. Sometimes to take rest.	Yes because of finances. If I have the finances to go far away, I would go. So distance doesn't matter. Money does.
P.8	To do something different. To have some adventure. Meet some people, to experience different way of life, to learn about different places. Just to be in a new place is an adventure. Like walking in Scotland, seeing how kids go to school. It's the little things. Seeing people interact with each other is an adventure. Getting lost is also an adventure.	Of course it matters because the further it cost more money and takes more time to get there. But in the last couple of years I prefer to travel nearby in my own country. With private trips, it matters. But with business trips, I like to travel far when I'm on a trip because I don't pay. So why not go to the other part of the world.
P.9	Exploring the world; experience of new things and meeting new people.	Of course because it connects with the cost. The further the more expensive.
P.10	New experience, new feelings, empirical evidence	No.
P.11	Exotic places, nature. The second would be the culture.	Yes. I prefer shorter distance especially for a shorter period. I don't like to travel for so long just because the tickets are cheap. A long weekend is a short period. Max 1 per year I would go long distance.

1.2 Participants' response on whether they plan their own trip or use travel agent services; if they pre-book accommodations; and if they do research on the destination prior to travelling.

Australians			
Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
A.1	Normally I would book everything myself except when I went to Turkey last year with my mother. We got a New Zealand travel agent to make the booking for us. But mainly because we have trouble paying using our own card.	Yes. But we would also stay at families.	Not usually. I'm usually too busy. I just hope that when we turn up we'll actually find something nice to do. Don't have a lot of energy for that. We'll just go there, and hopefully we'll find something nice.
A.2	Always myself	Yes. I would always do a lot of research before I book, take recommendations from people, and see what's around there. I wouldn't want to be without a place to sleep when I get there.	Always.
A.3	I've done both. In more recent years I have more frequently used booking agents. I see the benefit in it. Whereas, like 5 years ago, I would have been like, what a waste of money! And now I'm like... Oh, my God! It's way to stressful! And I don't have the time. And it is so nice to have someone else plan that. So now I'm a big advocate, I think, going forward, I would use a booking person of some description instead for pretty much every trip. And everything prepaid as well and like tour guides for every city which was very helpful cause then you can just completely tune out, and you don't really have to even really worry about your own safety because they are organizing everything. It was really good I think especially in a foreign speaking country. It was very helpful and I would definitely do it that way again.		No. It was all booked, and I got given the itinerary, and I had a lot of information on what we were going to be doing. But I decided I was just very busy with work, and I decided that I was just gonna show up and be surprised. Which in the past when I decided I'm going somewhere new, I've like read books and watch documentaries to like get a knowledge of what I was going to do. But this time I was sort of like, I want to be surprised by it all, and then I can do my research after I saw it. I don't want to have any preconceived ideas of what it's gonna be like. I just wanna go. But it's also depend on who I go with. I went with my friend's mother and I trust her opinion. If she thinks it's crap, then we won't go there. She would send us the itinerary and asks us what we think about it. And I would just say yeah, it sounds great without reading it. If it was just a trip for me solo. And I was using a booking. Then I would, I would research. Yeah, to make sure I was going to places I wanted to.
A.4	We have ever only booked through a travel agent once. Otherwise we plan our own trip.	We've been fixated upon South East Asia most of our lives so our philosophy which works in SE Asia is show up and the good Lord will provide. But outside of that we feel we need to plan a bit more than that.	Since we've been going back to mainly the same places every year for work, we kind of know what to expect there.
A.5	I plan for the trip myself.	Yes. I always pre-book.	Yes. Pretty planned out. I will book stuff that I need to book. I will look at maps and see how long it will take me to walk from here to there. Pretty detailed. I also read reviews but I take it with a grain of salt. I'll normally have a fair idea of where I want to go, anyway. But just out of my own curiosity. It's more like a fun experience to me to read reviews, and it's not necessarily going to determine my choices.

Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
A.6	Both. I went to Vietnam two years ago and travel agent booked all of that. And last October I went to Europe, and travel agent arrange that as well. We are planning to go to Hawaii but I think we will arrange for that ourselves. My daughter is 21 and I think she would want to do that. I'm pretty happy having other people arrange things for me. I just feel like we did so many activities that I would never have done if somebody hadn't organized that all for me . I really loved it. I'm pretty happy for people to tell me what they want to do and stuff.	In Vietnam we booked the first week but later we play it by ear. But in Europe we had everything booked.	Yes, so mainly just on something like booking.com or tripadvisor. Is it close to transport? I'm not allowed to drive overseas, so it needs to be fairly close to where we think we can get around.
A.7	We have used travel agents in the past but normally we plan our own . Like when we went to Europe. We just needed help with what was the best route and then all the connecting flights. So just for flights.	When we were younger we used to not book our accommodations . We kind of wanted to wing it, cause we might like one place more than another. But being older especially with kids we always pre book . Like we'll be in Bali in July (in 3 months) and we are already looking for accommodations that we like. And they are already booked out.	Definitely. Things that we want to do and a lot more. The area and whatever recommendation people have given. I read reviews. I see what's on Instagram, what's on trend, and what friends have recommended.
A.8	Usually depends . Sometimes I plan my trip. Other times I will use the travel agent but often I will go to the travel agent and say, this is what I've decided on. This is where I'm going. This is what I'm doing. These are the places I'm going. Make me a trip . So generally it's not a like set trip per se. They will generally have to fit my arrangements and do what I wish to do. But I also have been on tour packages like I've been on trek and trail on a tour package. I've done a few trip in Africa on tour. Gone on a trip through Rwanda and Uganda. Tanzania and Kenya. That was a different trip. I've also done a big trip around the bottom of Africa on a tour.		Yeah, absolutely . I get quite hyper focused on wherever I'm going. And the logistics, I love just getting involved in . I guess learning about where I'm going, and finding out exactly what I want to do there, and stuff like that. But when I went to climb Kilimanjaro I guess my research focus was sort of I wanted to know exactly about the training and all that sort of thing what I needed to do, how to get the best optimal ability to get up the hill. People that you meet and the experiences that you have, to me that's travel. It's all about connection and community that you meet along the way. Not so much just the places that you visit.
A.9	I tend to plan it myself. I like to be in control . But when I went to New Zealand it was part of a group trip. When I'm going to the Maldives, my friend and I organized it ourselves. Oh, she did it through a travel agent. But we've done our research. We just got a best deal. So maybe it's a bit of a mix.	Oh yes! I don't rock up and hope for the best . No no... I like to know where I'm staying in.	Yes. For the most part I like to have everything planned out. But maybe half a day of a couple of days, maybe spur of the moments too. But I know the area that we're going, and I have a rough idea of the things that we want to see. I wouldn't just turn up to a city and hope for accommodation and then try to do things. I like to plan in advance .

Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
A.10	Self plan.	Yes. I don't recall ever not.	Yes. I'll do pretty deep research. I'll look at good areas to visit and what features they may have, you know, again, cultural or natural, and then I'll look at the accommodations. I'll look at reviews. So pretty big, you know, down the rabbit hole. Internet research kind of thing. I'll have plans on the things we would be doing but not day to day, minute to minute planning. But how we feel at the time. We can either do it first day or second day, whatever.
A.11	Plan my own trips	Yes. All the time now. Not when I was younger.	Yes. Pretty detail about the destination, looking at accommodations, what we can do, how to get around. We'll have day to day plans.
Indonesians			
Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
I.1	I plan my own trip	Yes.	I will make like itinerary. Like where to stay, what to do, how much it cost and stuff. Yeah, where to eat. Yes, but I'm not that, you know, typical, strict person, for example, that I have to be in here in this time or no. It's just depends on my mood if I feel tired, and I don't have to go, you know, like as a reference or optional.
I.2	If it's nearby like to Thailand or Malaysia, I prefer to make our own plan. But if it's longer distance, then maybe travel agent is better like going to China.	Depends. Like when we went to China, travelling within the country depends on our schedule. So sometimes we book before, and sometimes we don't. But of course for the purpose of visa application, we have to make a booking for the accommodation.	Yes, of course. Sometimes we see in Tik Tok and social media what to do there. But if we go with a friend that knows the place like Prof Akram, then we ask him.
I.3	I plan my own trip. Unless it's work related, normally work will arrange it but they will consult me first. They will give me options of hotels that I can stay in and I will choose.	Yes, I do. Most of the times I will book my accommodation. Especially when I travel abroad for the visa application. They will ask you also at the immigration where you will be staying. But when I travel domestically, I would some times book the accommodation when I am at the airport before the flight. For the first few days at least. And I will change if I'm not comfortable there.	I will google things, like what is there, what I can do there. It's not very extensive but just enough to familiarize myself. I wouldn't plan very detail except for hiking trips. You will need to know what to bring and everything.
I.4	Most of the time I would plan my own trip. But for work, my employer would tell me where to go.		Sometimes when I go to a new place I will check what's around and go to visit after work.
I.5	I arrange my own trip.	Always	Yes, I do. Like looking at reviews. I would research on what we can do and cannot do there. What we need to bring etc. I also look at what other things that can be done there. I also look at the food and the prices.
I.6	Always I plan by myself.	I always book my accommodation before I go.	Yes. Probably not so detail. Sometimes even with negative review like 50:50, we would still go. Normally we would plan the first and second day, but later we will see what is happening there.

Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
I.7	I never use travel agent. I think they are expensive and I am a cheap skate. I would also only travel with my partner or the most with a group of family members. I prefer to travel in small group or by myself because I appreciate my solitude. And if I change my mind about the trip, it won't affect many people.	Yes. I am a big planner. Before I go, I would research what to do there and everything. I am not big in spontaneity. But my partner is.	
I.8	I plan my own trip.	Yes. It's too risky for me to arrive at a destination without knowing where I'm going to stay that night.	Yes. I research about what are available there, how much I have to pay for the sight seeing, how much I have to pay for transport, the food. Things like that. I don't really have a planned itinerary but I know the places I want to go.
I.9	I plan my own trip impulsively. No plan. Just spontaneously. If I see something online, and the price and timing is right, I'll go.	I would but normally it's a day or the night before. Only once or twice I book when I get there but normally just the day before.	Yes. In the short time that I plan, I would look at what is available around the area. I will google to see if it's safe for solo traveller or not. Read reviews.
I.10	I plan my own trip. I don't like to use travel agent especially those package trips because there is no freedom in it.	Many times I would use the app to check the location of some hotels and I would just go to the hotel and book directly with them. Sometimes this turns out to be cheaper than if I booked online. Also when I go to Gili during high season. On the booking applications normally they would say everything is fully booked but when you go there directly, there are still places available.	Mostly I would research on the nice spots around the location I want to go to. I don't do planned itinerary.
I.11	We prefer to arrange our own trip. One time when we went to Thailand we went on a tour package but it was too much. We didn't have freedom to do what we like and how long we want to do it.	Yes.	I would only compare accommodations on the application for example.
Polish			
Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
P.1	Usually I plan myself. During the pandemic, I use travel agents because they can tell me what I need to do. But normally I prefer to make my own arrangements.	Usually I book everything I can before the trip to save time at the destination. So most everything I will book beforehand. I must save my time so that is why I do this.	I do very detail research. I travel with my husband. So we share this job. I normally do the strategic thinking like where to go and how to get there, and he would research the details on attractions at the destination.
P.2	Only personal planning. 15 years ago we used to go to travel agency. But when we decide to plan our own trip and we were the first in our family to do this, we found that it is more exciting and cheaper.	Always. Last year we change our accommodation on the spot because it wasn't good for us.	We do a bit. We have general plans on what we want to see, and experience. But it's not necessary that we do it point by point.
P.3	When the children were younger, we had travel agents to organize our trip maybe 2-3 times. But now we prefer to organize it ourselves. It's more pleasurable to organize according to our own time.	Always pre-book especially with small children.	Yes. I like to have at least a sketch of the itinerary. Sometimes I already buy tickets for attractions. So the plan is very organized and maybe rather strict. Also with food because it is part of the experience.

Code:	Do you plan your own trip?	Do you pre-book accommodations etc.?	Do you research the destination prior to your visit?
P.4	Always plan our trip on our own . We probably been on only one organised trip.	We always pre book accommodation. With the kids we always book before.	Yes. Mostly reading opinions on the internet.
P.5	I plan our trip.	Always.	Yes.
P.6	I don't think I've been on a travel agent trip. (Plan my own trip)	When I was younger no, but now I do .	Yes. Usually I read a lot. I treat it quite seriously , because I don't use any form of organised travel. So I try to be prepare on almost everything. What to do, how I should behave, how to organise myself with food and transport . Normally if I go with my family, I usually plan a lot. But if I go to visit my friend, I don't have everything planned. Normally there is an idea of where to go, and the when is flexible.
P.7	I mostly plan everything myself . Travel agents I used 2 times. But I prefer to arrange things myself .	Pre-book but sometimes with open options. I'm not a backpacker .	Not very carefully but I might read some opinion of the place I want to go . But even if the opinion is not very well, I will give it a chance. It doesn't mean bad opinion is a bad place for me because people have different opinions . Maybe a 10 for me but a 5 for other people. I'm not a very demanding person. I just need hot water, a small place to take a rest. Perhaps access to wifi but not important. And a good host.
P.8	Always by myself if we go on private holiday. For work, we use agency to book for us. But for my private travelling, I always plan.	Yes.	I like to plan everything from flights to hotels to renting a car, what to do. I try to plan everthing which is not sometimes the best thing because you lose the sense of adventure . And when you try to keep to the plan, you lose something. You need to be on time here and there. I'm a victim of planning .
P.9	I always plan my own trip or a friend that I'm travelling with. I only used travel agent only once in my life.	Almost always . If it's strictly for touristic reason, I will always pre-book. But when I hitched hike, I didn't book accommodation because I didn't know where I will be.	Usually yes. I have a plan but it can change . For example if the local people I meet there tell me to visit a place I didn't know about, I will go there because local people knows best.
P.10	I plan by myself . Never used travel agent.	Yes. Always pre-book especially now with children . But before I don't always pre-book.	Of course.
P.11	I plan by myself . I use a travel agent to book plane tickets only for university. Other things I do myself.	Pre-book .	Yes, mostly I check the info . I would start reading on the general info to decide if I want to go . Then I will think about the logistics. Then after or during the visit I will find more info on the place I visit .

1.3 Participants' response on whether they visit one destination only or several destinations during one trip.

Australians:	
Code:	When you go on a trip, do you visit one destination only or several destinations during one trip?
A.1	It depends how far I go. If it's a long way, I'd always prefer to visit lots of destinations , if possible, because you're spending a lot of money . Maybe lots of destinations within one country. Yes, we're not someone who sit for a week. I often dream of sitting for a week. But then I think I never have the time for that.
A.2	We do visit other places as well. Especially if it's a long distance . Once we stayed in Paris for 4 days and just travel to the outskirts of Paris and come back again. But once we travel around Ireland for 5 days by car and staying at different places. We saw a lot of things but we were so tired. Didn't rest .
A.3	When I was younger I would travel to different countries at once. But now I prefer to stay at one country but travel more in that country . So I can experience it and and become immersed in that one culture and do a lot of things there as opposed to spread it out. But yes, stay in multiple accommodations. That's if I'm traveling. And if I'm just going on a holiday to relax like I'm gonna go to like Hawaii for a week, then I'll just stay in the one spot and I'm not going to multiple.
A.4	Depends. When we go back to Australia, we would do Darwin and the Sunshine Coast. In Thailand we only do Chiangmai now for work.
A.5	Usually several .
A.6	Several for sure. It's take so long to get there might as well go to several places . We did the whole Vietnam from North to South and down to the islands in 3 and a half weeks. In Europe We did England, France, Switzerland, and Italy in 4 weeks.
A.7	Several . We'll be moving around and changing accommodations too but depends on the duration . So if we went somewhere for 10 days, we would do 2 different places. But if it was just like 5 days, just do one.
A.8	Several for sure.
A.9	n/a
A.10	Generally multiple destinations if it's a long distance trip for sure.
A.11	Several destinations
Indonesians:	
Code:	When you go on a trip, do you visit one destination only or several destinations during one trip?
I.1	I go to several destinations.
I.2	The more destination, the better . So we search what are the surrounding places to visit. Social media plays an important role. Travelling domestically also the same. Tik tok is very useful to assist us.
I.3	Several destinations for sure. But depends on the length of my holiday too.

I.4	Depends on the work. Sometimes I have to travel to multiple countries. But if it depends on me, I prefer to just stay in one spot and go around nearby.
I.5	Depends how long the trip is. If I only go for two days, I'll just go to one place.
I.6	Depends on time but I prefer several places.
I.7	I prefer longer trip and staying for 2 or 3 night and looking what is around there. I want to relax and not pack my schedule when I go on these trips.
I.8	Depends on how long is the holiday.
I.9	Most of the time I visit several destinations. At least 2 destinations.
I.10	Occasionally I would travel by myself just to have me time and I'll just stay at one spot. But normally I would travel with my close group of friends like 4 or 5 of us.
I.11	Depends. Like in Bali for example we would stay at one place because most of the sites we want to go to you can reach during day trips.
Polish	
Code:	When you go on a trip, do you visit one destination only or several destinations during one trip?
P.1	Usually we visit several destinations. Like when we went to Indonesia, we visited many places and many islands.
P.2	Several destinations. We try to stay at one accommodations but we would travel around. So we would go on day trips. It's very tiring to move around and change accommodations.
P.3	We try to squeeze in more destinations in one trip. I prefer to stay in one place and go sightseeing around that place. I think this is also more eco friendly because we don't change beds and bedsheets.
P.4	We try to visit as many places in one destination as possible. And as many destinations in one trip.
P.5	We move around but we try to stay at least 2 nights at the same place before we move. If there is a place we want to go that is only an hour away, we will just go for a day trip.
P.6	Depends. I try to visit other places. I could visit a big city and spend 2 weeks there. Or travelling to other places with my family. Depends.
P.7	Depends. If I go to far away places, I would like to see more than one country if possible. In Europe, normally I would go to one country but to several places.
P.8	I tried to have several destinations. I try not to stay in one place for longer. For example, when I have 10 days I try to see as many places as possible. So I never stay in one place.
P.9	Depends. For relaxation, I will stay in one place. But for touristic things, I will move around. It is tiresome to move around though.
P.10	n/a
P.11	I am flexibel. Depends on our energy and depends on accommodation. If we have longer period of holidays, we will go to many places. The travel between destinations is also the trip.

1.4 Participants' response on if they decided to cancel a trip because of environmental concerns.

Code:	Australians on cancelling a trip because of environmental concerns:	Interpretation for government policy and regulations:
A.1	I was in Kathmandu and the pollution was so disgusting that I think it was smog that came up from India and sits in the valley where Kathmandu is. It was so bad you couldn't see very far at all. I thought, you know, I don't know that I'd actually want to go to that sort of place again, where, like big cities, or like Shanghai, or somewhere where it's really polluted in the air. I remember I once was living on the outskirts of Bangkok and we would go into Bangkok for a weekend, and I come home with pimples just covered because of the smog and the filth of the air, not of other things. But you know, I'm thinking about mercury level in the oceans of Lombok. I'm thinking about not eating fish anymore and wonder is it even safe to go to Sekotong area anymore because of the environment pollution there.	Governments should implement and enforce better environmental policies and regulations on air and water pollutions to improve sustainable tourism in their country.
A.2	There was a volcano eruption in Bali. We also prefer to go to places that are not overtouristic.	Policies that measure the impact of tourism on a destination to avoid overtourism and eventual damage to the environment.
A.4	No, but I have done trips where I have come home with many environmental concerns and I would even say heartache.	Regular monitoring of tourism attractions and destinations and their effect on the environment.
A.6	People had told us before we went to Halong bay to don't go. That there's so much rubbish. There's too many boats. Really awful. But we went pretty early at the end of Covid, you know, like, so that was still recovering Covid, and it was amazing. You know there was no rubbish in the water, and there was not many boats either.	Environmental protection efforts to improve sustainable tourism and tourist experience in the area.
Code:	Indonesians on cancelling a trip because of environmental concerns:	Interpretation for government policy and regulations:
I.2	No. I only focus on the tourism destination but I never thought of environmental situation that could be the barrier. This question bothers me a lot. I think I have to revise myself down to 3 and not 4. Because I don't really think about the environment. But that's the fact in Indonesia. The environment shape us, the system shape us, education shape us. I am interested with the question. In Marangki Island, the fishermen sometimes use bomb to go fishing and this destroys the corals. So we try to build corral reefs.	Government to provide education on sustainable tourism and sustainable tourist behaviour.
I.6	Mostly because of political reason. Martin doesn't want to go Turkiye. I also don't want to go to the USA.	Uncertainty in the political situation of a country can discourage tourist visit.

I.9	I decided not to go to Paris because many people told me not to go because the environmental and social situation there. I read so many negative reviews. So many homeless. Just like Napoli. Dirty and a lot of homeless people. When I was in Mayori, I wonder why Napoli government don't employ the immigrants to clean the city. I don't know.	Issues on homelessness, safety, health, and cleanliness of the community not only affect the community itself but also to tourist visit. Also government must take heed on social media reviews on their city; positive and negative.
I.10	I haven't had that experience. But I know if I know of a place that are ruining the environment with their tourism activities, I wouldn't go because if I go that means I support them. And I don't like that.	Encourage to increase social awareness on tourism activities with environmental damage potential.
Code: Polish on cancelling a trip because of environmental		Interpretation for government policy and
P.1	Yes. One time when we visited Phillippines for diving, we planned to go visit this place near where we were going to stay. It was a place where the whale sharks go. But when we get to the Phillippines, we found out that these whale sharks were actually there because the locals were feeding them so they just stay. They should actually just migrating or passing through. But the locals want them to be an attraction for tourists to come so that's why they keep feeding them. And consequently the whale sharks become smaller and less healthy because they just stay there. This is harmful for the whale sharks. They just stay in the same place the whole year round. They become lazy.	Government must educate and regulate tourist operators on animal cruelty and sustainable tourism. Provide alternative tourism attraction for the local community.
P.4	Yes. One time in Mallorca we didn't go to the dolphin show because we didn't want to support that kind of attraction.	Monitoring tourist attractions on potential animal cruelty and better regulations on animal protections especially at tourist attractions.
P.8	No, but I try not to choose the places that I know that are not very environmentally friendly, like. For example, Dubai. A lot of people want to see this place. I read some stories about the problems of waste. I don't want to see this artificial world.	Overconstruction and its potential on neglecting environmental aspect and natural elements of a place.
P.9	No. I intended to go to Chernobyl when I went hitch hiking in Ukraine. But I heard now they are making it very touristic. It's not original anymore.	Understanding the many different types of tourism for each tourist destinations, such as nature tourism, adventure tourism, culinary tourism, to avoid mass tourism and diminish authenticity of a place.

Appendix 2: Transportation Domain

2.1 Participants' response on the motivation in making decision for the mode of transportation to the destination.

On motivation in making decision for the mode of transportation to the destination		
Code:	Australians:	Keywords:
A.1	Cost and ease; what doesn't motivate me is thinking about the locals or the environment. By the locals I mean what would be for the locals if I took local transport instead of taking my own car or hiring a car. I don't think about that.	Cost and ease
A.2	We fly because we live in Tasmania. It takes 12 hours by boat and it's more expensive than flying.	Cost and ease
A.3	I get motion sickness so I prefer plane over boat. Or train over car. It's just nausea. Less stopovers and waiting periods. Price is not a motivation as long as it is within reason. Like, if there's a huge price discrepancy, then I'll be like fine. I'll go in the boat and just vomit half the time. Not gonna get a private jet from one island to another. It's not as high of a priority. If I can afford it, I'll pay for it.	Price is not a motivation
A.4	Convenience and finance.	Cost and ease
A.5	Cost maybe not so much. Because if I've decided to go somewhere, you already aware of the costs involved, but yeah, time convenience.	Time and ease
A.6	Comfort, cost, safety and duration. And good reputation.	Comfort, cost, safety and duration. And good reputation.
A.7	Distance and comfort	Distance and comfort
A.8	Depending on who's going, I would say ease of getting there. If I was going with the kids, it would be the quickest way. For myself, I would say probably the most authentic way. Sometimes like when we were traveling in Thailand, I'd go via a sleep train up North to the hill tribes to go trekking rather than go by plane. Just the most authentic way. But I definitely wouldn't do that if I had kids.	Ease and most authentic
A.9	Efficiency. So I want to get there quickly and safely. I wouldn't be the one to get on a bus because it's cheaper, and it was twice as long. So I want to get there as cheaply as I can, but as quickly as I can. And usually I would spend more money to get there quickly. And this is probably my down fall. I wouldn't take longer to go on a bus with a lot of people. I'd rather spend more money on maybe a private car to get there quicker. I don't wanna waste time. I'm not a backpacker with all these months to sort of lull around. I just wanna get there.	Efficiency (Quick and safe)
A.10	Shortest as possible. The most direct flight.	Shortest time
A.11	The destination dictates the transportation. And mostly convenience, less time travel.	Ease and time

Code:	Indonesians:	Keywords:
I.1	Time. Going to Berlin, for example, by train it will take me like 8 h. By plane is just only 1 h. So I would go by plane, because for me that extra 7 hrs I could use it to travel to, some, to other place, or to rest, or to do other stuff. Even though it will cost me more. But I don't mind.	Shortest time, regardless of price.
I.2	Depends on the reason for the trip. If it's for work, I prefer to fly. But if it's like for a family trip with a lot of people, maybe we will take the ferry if we go to Bali. It depends on the budget. Brand and airline is also important. Like I would prefer Garuda if it is only a little bit more expensive than Lion.	Budget
I.3	Distance. If it's far, I will fly. Also depends on where I'm going. If the destination is at an island, of course I'll take the boat. But mainly it is about the fastest way. Some times it's about the money. If the price between train and flight is so different, then I might take the train.	Distance, fastest, price
I.4	Usually I count how many people will be travelling with us and I will find the transport that can fit everybody. If it's just two and nearby, I'll take the motorbike. But if it's too far, I would choose public transportation if that's available.	Depends on how many are going
I.5	Less time and cost. But that also depends on the experience. Once a friend and I had to go to Malang for a conference. Instead of taking the plane from Denpasar to Malang, we took the bus to Banyuwangi, by crossing on the ferry, and took the train from Banyuwangi to Malang. That was a really nice experience. It was long but really nice. The train stopped at many small train stations. When our train stopped in Blitar station, that day was the anniversary of the town. And all transit passengers got this special rice dish, nasi pincuk Blitar, to celebrate. Until now I still think about that rice because the peanut sauce is so different than anything that I have ever tasted before. I'm salivating just thinking about it. I also once travelled from Bali to Lombok with my brother on a motorbike. It was for the experience.	Shorter time and cost
I.6	Depends. Like in Europe, we could travel by car but we would take the plane and rent a car when we get there.	Convenience
I.7	n/a	
I.8	First, price. Second, time. Shorter the better. Third, comfort.	Price, time, comfort
I.9	Time and price.	Time and price
I.10	Comfort. And efficiency. I prefer to go in a car if the destination is pretty far so I can sleep in the car. But if the place that we are going to has nice views or maybe a lot of traffic to get there, I would prefer to ride on a motorcycle.	Comfort and efficiency
I.11	Time. I prefer mode of transportation and will take me to the destination the fastest.	Time

Code:	Polish:	Keywords:
P.1	Unfortunately this is also something that reduce my rating because I prefer efficiency. And I prefer to fly. But many places that I want to go to doesn't have direct flight. I try to find the balance between time and price.	Flying, time and price
P.2	In Europe, it's quite easy to drive by car. But my husband for his work he normally drives a lot. So he doesn't want to drive for holidays. My son when he was younger has motion sickness. So that's why we always use plane. The trip is also shorter when you fly.	Time
P.3	Distance. If it's possible to reach by train, I'll take train.	Distance
P.4	Accessibility and the possibilities to go there. Fast and cheap.	Fast and cheap
P.5	If possible to travel by car. If we fly, we can rent a car at the destination. Ease of travel.	Ease
P.6	Different reasons. Accessibility of the place. Not much about environmentally friendly options. I would take the train to go to big cities in Poland. If it's a long distance then I will the plane. But then again, it was again a matter of money, not a matter of being environmentally friendly.	Ease. Not much about environmentally friendly options.
P.7	The distance. If I go faraway I go by plane. But in the country, I will choose bus and public transport. Only in Maldives, I used another plane in the country. I prefer to travel by land whenever possible. But when I travel long distance I prefer the eco travel.	Distance.
P.8	Cheap flights. When I get the chance to get to interesting place and the tickets are good, I start to take it into consideration. Then I like the fact of the proximity of the airport to city center, because sometimes I like walking from the airport to the city center. Just to have this first feeling, of course maybe not at night, but if it's good hour for example, I last year I was in Pisa, in Italy, or I was in Treviso, which is the airport for Venice. This is walking distance 30 min walking from from the airport to the city center. So it's very convenient. So yeah, the so the reasons are price and convenience.	Cheap
P.9	Time and money. I go hitch hiking for the need for adventure. It's probably not the most environmentally friendly thing to do.	Time and money
P.10	Sometimes no choice, I would have to fly.	Fly
P.11	Mostly I think about the money when it's long distance. So this is why I feel I am not very eco friendly. If it's just to go to work, I will take the bicycle when I can and I will feel great for saving the environment. I also would like to travel by car. I think this is have a more eco friendly car so we can travel by car with the family. I like to go to the Balkan region and you can either fly or drive. I can fly there but I care about my carbon footprint. Smaller carbon footprint is more important for me. But mostly I think about the price too. Duration is not an issue for me even if flying is faster. Once a year we would do this long distance travel by car and we change the faster travel time with plane with stopping at many destinations along the way. So the travel is also the trip. My car is gasoline and gas hybrid.	Money

2.2 Participants' response on if they fly economy or higher class to the destination.

Australians		
Code:	If you have to fly to the destination, do you fly economy or first class?	Key take aways:
A.1	Only ever economy. No money. I would fly first class if somebody buys it for me. I'm not oppose to first class.	Economy but will fly first class for free
A.2	I fly economy. I don't see the value in paying extra.	Economy.
A.3	Economy. Because I'm small so I fit comfortably in economy. And just the price justification like jumping up is just so big. Like if it's a good price, or not that much more than economy, I would pay for it but not if it's like 4 times more.	Economy but will fly first class if it's a good price.
A.4	Economy because we just don't have the money for it.	Economy. No budget.
A.5	Mainly economy. I might fly business if the price difference is not that much. But not first class.	Economy. Maybe business class.
A.6	Economy.	Economy
A.7	Economy. It's a budget issue.	Economy
A.8	Economy. I cannot afford any other class.	Economy
A.9	Economy. I fall asleep before take off. So I don't spend money on business class.	Economy
A.10	Usually economy. Once or twice flown business when it was on sale.	Economy. Business on sale
A.11	Always economy. Cost.	Economy
Indonesians		
Code:	If you have to fly to the destination, do you fly economy or first class?	Key take aways:
I.1	Economy. Much cheaper. The cost matters. Like instead of paying first class or business class, I can use the money to do have experiences at the location. I'm going to get there anyway so it doesn't really matter.	Economy
I.2	Always economy. Because it fits our budget.	Economy
I.3	I wish first class. But I can afford economy for now. It's about affordability especially for some one that likes to travel. Like I would plan my trip maybe a month before because there's a holiday and I prefer to use the money for when I get there. Unless they say I get an upgrade if I pay a little bit more. I will do that. If my budget allows me to travel first class I will do that for the experience. It's exciting to learn about the service and customer service. It can't be just watched, it must we experienced.	Economy but will fly First class if budget allows or pays small upgrade fee.
I.4	Economy. Because it is cheaper and we arrive the same time as the first class. Flying for work, sometimes they ask me if I want to fly business class but I say I will just fly economy because the company doesn't have that much money.	Economy
I.5	Always Economy. Because that fits my budget. But if somebody wants to pay for me to fly business, I will not say no.	Economy but will fly Business if paid for.
I.6	Economy. Because that is what we can afford. We don't see any point for wasting money on business class when we go for holidays. We will consider business class when we go for business.	Economy, and Business class for business travel.
I.7	Economy. Why waste money.	Economy
I.8	Economy. I don't have the money for first class. If somebody pays for me to fly first class, I would rather use that money to fly economy for two people.	Economy. Prefers to use free upgrade to fly Economy for two.
I.9	Economy. All the time. Because of the price. If somebody pays for me, I'll take it.	Economy but will fly Business if paid for.
I.10	So far I have never flown. I prefer to take the ferry because it is cheaper. I have only been to the nearby islands only. Flight ticket is so expensive in comparison to the ferry. I went to this small secluded island to camp with some friends and we hired a fisherman to come and pick us up from the port.	Never flown
I.11	Economy. Always. It's the only thing that fits my budget. Except when somebody wants to pay for me.	Economy but will fly Business if paid for.

Polish		
Code:	If you have to fly to the destination, do you fly economy or first class?	Key take aways:
P.1	Always economy. Because I'm not rich.	Economy
P.2	Economy. Because if you are travelling with family, first class would be too expensive. But if I can afford it, I would. But I don't understand why the prices are so high.	Economy. But will fly first class if in budget.
P.3	Always Economy. I would never willingly pay to fly first class. But if I get paid or get upgraded for example, I will take it.	Economy. But will accept free upgrade or paid for.
P.4	Always Economy. Because it's cheaper. But if somebody pays for me to travel on business class, I would go. I have never been and I would like to experience it. I don't know what the difference of economy and business.	Economy. But will fly first class if paid for.
P.5	I probably would also fly business or first class if somebody pays for me. But mainly because I don't really know at the moment about how much flying business and first class has on the carbon emission. I know they take more space for one person. (Participant was informed that the impact of flying first class is 15% more emission than economy, and their response was: So no! I'm even proud of never flying business or first class then).	Economy. But will fly first class if paid for.
P.6	Economy. Simply because it is cheaper. And I also look for cheaper flights on Ryanair or Wizzair.	Economy
P.7	Economy. Not only because of the money but I don't feel the need to. I'm easy to please. I don't even think it is useful to travel on first class on the train.	Economy. No need for first class.
P.8	Economy. Because for the same amount of money, I can have more things to do instead of paying double for business or first class. I have always have minimalistic approach to a lot of things. I don't need all the service they offer in business class for example. You can enjoy your travel the same way.	Economy. I don't need first class service.
P.9	Economy because it's cheaper. My goal is to travel from point A to point B. I don't need any fancy food and things like that. Even if I can afford it, I don't think I will do it either. I am very easy and I don't seek luxury.	Economy. Doesn't need luxury even if affordable.
P.10	Economy. Even if I have the money I feel it's unnecessary. No value added on that.	Economy. Even if I have money, unnecessary.
P.11	Economy. I don't even think about travelling on first class. I don't even know the price of it. I never check it. I don't need that luxury.	Economy. I don't need luxury.

2.3 Participants' response on their concern for carbon footprint while travelling.

Australians						
Code:	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
	Yes	No	Yes	No	Yes	No
A.1		Zero concern especially about flying.				
A.2	Yes. I choose companies that are doing something to offset the carbon footprint from their businesses. Rather than companies that ask their customers to pay for it. Unfortunately there's ever only been a duopoly with our airline industry here.		(But) I won't travel on a whim like I used to. Personally travelling internationally is off my radar too because of what is going on in the world. I am doing a lot of local tourism too here in Tasmania.		(see before)	
A.3	I am concern about it but whether I'm doing anything about it is another thing. It is the aspect most in my life that I've not really got my head around. Like I don't know if any airlines are better than others, or whether like more layover or less is better. I don't know what is better. Air travel is better. That's about all I know.		I think a healthy amount, like a like a proportionate amount of guilt, the amount of guilt that I should feel when I'm doing it.			(see before)
A.4		Not really. Because I am a fairly ardent right winger. And I think the whole global warming thing is minimally in doubt. I don't think the whole global warming thing is a problem.				
A.5	Yes		Yes		I do think about it. And I think you know, in the last few years again, a few things have shifted in the world like Covid, and increasing frequency of natural disasters. That definitely has been in my mind and make me reconsidering travel. Because you can't predict these natural disasters. Since Covid, I think about these things more and I do want to travel, and I want to go here and there. But I'm finding myself the last couple of years talking myself out of it. I'll just book a holiday in Australia instead. You know where I'm close to home. And recognizing that there's a lot in this country I haven't seen.	

Australians						
Code:	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
	Yes	No	Yes	No	Yes	No
A.6		I don't know. So I am aware of my environmental footprint or my carbon footprint but I'm not concerned enough to stop doing it. And I'm just the eternal optimist that some very clever person is going to come up with a solution, you know, like whatever it is, you know, solar, all the different things splitting the atom, to save the environment.				(see before)
A.7	A little bit. Yeah. I always think about it.		Yes.		That's why sometimes I try to reduce so many trips. We do more holidays that are nearby us too within driving distance.	
A.8	Yes, although I guess if you travel, which I guess travel is inevitable. If you're gonna do it I mean, you can sometimes offset it, but if you want to travel, it is what it is. You can try and do like that extra little bit that you can pay for.			No, because I don't do it that often. I guess if I was doing it every like, you know, 2 or 3 times a year. Yes. But you know, once every 2 years I don't really feel that I'm contributing that much. I guess when I do go I make it a bloody good trip, so I make sure I visit many countries over a month or 2 to make it worthwhile.		(see before)
A.9	Yes. But not really as I don't know if I really understand enough about it to be able to have an analysis. I don't travel a lot. So I don't think that I'm the biggest polluter. Also when I get to a destination I'm quite happy to spend money on the local economy. Like I can offset my carbon emissions. I don't know. I don't know how I compare on a scale to be honest, no.			I mean wow I never thought of it like that. Because I haven't done that many travel. I think in the last 5 years I've been overseas twice and even within Australia not a lot. I think it would probably be a no more than a yes.		No
A.10	Yes.		Again, just mindful of it, feeling a bit guilty. And sometimes I'll choose the box for the carbon offset on flights. I have done that in the past, but maybe not recently. I am aware of my the impact that I'm having.			No
A.11	Yes. Primarily with flying.		Guilt. But it hasn't deter me from flying.			(see before)

Indonesians						
Concern on carbon footprint while traveling:			If concern, do you feel guilt?		If concern, deter from future travel?	
Code:	Yes	No	Yes	No	Yes	No
I.1	Yes. That's why I don't travel that much in a year using airplane. And then for the rest, I would just go to nearby country by bus. But again it depends. Like this year I'm going back to my country in the summer, so I have to take the plane. But I also have an event in Budapest later this year. So I'm thinking maybe I'll just go by bus. But I'm not sure. It depends on my time again. But it will not affect my future travel plans. But I do feel guilty. But what can I do?		(see before)			(see before)
I.2		I know it is important, like I took the bicycle to the university for a week but after that no more. I am very impressed with China how they are very developed with electric transportations there. The taxis are electrical, there's a lot of effort in forestation too. Not like in Indonesia. But I never really consider it that much.				
I.3	Concern but there's not many things you can do about that. If you are concern, then you should just stay home and maybe travel near by your house. So I think I'm between concern and not concern. Because I want to have new experiences. So I guess the motivation to travel is stronger than my concern.		I do have guilt but then again it has to be collective guilt that can actually push these airlines to be more eco friendly in the way they produce their carbon emission or solving that. What you can do for now is to actually plant more trees, right? A lot of companies have been doing that to offset their carbon footprint, they work with startups by planting more trees. So I think a collective guilt can push the airline industry to use better fuel that produce less carbon emission, or better technology. So it has to come for the consumer. Individually I don't have the power, but collectively maybe.			So far it hasn't affected my travel plan because, sometimes you find out about what these companies that are involved in your travel are doing to the environment. For example Garuda. They have CSR that preserve the environment. So I just keep travelling. Selecting the company that is doing something with their carbon emission is what I would do. Comparing, let's say, if you compare between low cost carrier and then also a full service airlines, of course, low cost carriers will not be putting a lot of money in their corporate social responsibilities program, especially that concerns the environment. And then I would choose the full service over that, because I know that apart from their service, they are also doing good for the environment. So I feel less guilty when I travel, and producing these carbon footprints.

Indonesians						
Code:	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
	Yes	No	Yes	No	Yes	No
I.4	Yes. That is something I think about. That's why I always choose the shortest way. Even if with mass transportation, they will go with or without me, but I have a choice.		Sometimes.			No. When I have to go, I go.
I.5		I think I should but I don't. Meaning I don't know if I can do anything about my carbon footprint. There is guilt and I will try to lessen this guilt by doing something else that I can do.	(see before)			Definetely not. That's why I do these other environmentally friendly things for atonement.
I.6		No. I think so far with my travel I don't produce that much. No. I'm not concern about it.				
I.7	So I am concern. So I always ask if I have to be there in person for the meeting or not. If I can do it through Zoom, I prefer to do that.		Yes, of course I do. I mean I don't know how much technically I produce but I know travelling by plane produces a lot of carbon footprint other than factories. But I try to think about the purpose of the trip. If it is necessary and it's for a good purpose, then I will go. But again I will always ask if it is necessary for me to be there or if I can be represented by somebody else that is already there. Or if we can do it online. If it's a no to all of this, then I will fly.		(see before)	
I.8		Hmmm.... No.				
I.9		Not really. Unfortunately.				
I.10		You know I go to Gili Trawangan many times. For awhile back there was an increase of people using electric vehicle on the island. And then some people started to protest this because they are concern that it isn't really healthy because you just sit on it, and it diminish the point of the island as natural. I suppose they also don't have that much electricity on the island because they don't use solar energy. So they would use oil generators to charge these electric vehicles anyway. But personally I don't really think about my carbon footprint when I go travelling or camping.				

I.11		This is an interesting question. This question is trending at the moment. I don't know how you would calculate that though. But personally I don't think about this. I would normally suggest to carpool for financial purposes.				
Polish						
	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
Code:	Yes	No	Yes	No	Yes	No
P.1	I am. But it doesn't change much.		Yes, I do. But it's too much of a sacrifice to resign from travelling. I have this cognitive dissonance on this.			No, it won't stop me from travelling.
P.2	When I'm buying ticket, there is always the question if you want to donate to make calm your soul, you know. But the most important is to get to where I want to go.		Yes.			I think not.
P.3	This is something that we cannot see but I am aware of it. This is why I ride to work and not take the car.		It is a balance between concern and comfort. So I try to balance this.			I don't think I feel guilty because I'm not a frequent flyer. I probably only travel once a year and I compensate that with riding to work.
P.4	Yes			No. Because we don't travel often. Maybe once a year on the plane. I would feel responsible if I travel more often. Even if I travel by car, I am pretty slow driver. My maximum speed on the highway is 100k. So in this way I lower my fuel consumption. Of course I do this first of all to be kind to my wallet, but also the environment.		
P.5	Yes		Yes, but probably not so much. That's why we prefer to travel domestically or to nearby countries. We are also lucky that we live near our workplace so we can just walk so we don't use our car on a daily basis. And again for work, if I have the option to do it online, I prefer that.		(see before; prefer to travel domestically or nearby country)	

Polish						
Code:	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
	Yes	No	Yes	No	Yes	No
P.6	Yes. But this is the part of little bit like thinking that yes, I am concerned, but I still don't do anything about it. ... I am able to control a lot of things in my life. Apart from this. I think I try to balance it out because on the other levels of my life, I really try not to consume that much, because what I understand is what we buy and consume always leave a footprint. So I really do not buy a lot of clothes. I do not buy a lot of food. We really control that. I'm rather this kind of low waste person really. With this exception on travel.					My thinking is if I don't travel, I will not be able to go to these places. I am aware of how harmful it is but it doesn't affect the choice of the way of transportation. I would rather say somebody just say it's expensive. And that I can't afford it to somehow make me not go.
P.7	Yes, I am. I hear more about that and that we can replace it. That is why I avoid to fly between the cities. But I don't really know about it. For me it is very abstract concept because I am from management not chemistry or biology.			I don't think so. Because I'm not very aware of it because it's an abstract concept for me. I'm not very conscious about it. I'm sure after our conversation I will check it. I will think about the effects of my travel		
P.8		I don't think about it when I travel.				
P.9		Maybe concern is too strong a word. I'm aware of it. I will try not to make it too high. But I will not cancel my trip because of it. The problem is the system itself that we rely too much on the power of oil. That has to change. Not resigning from travelling. The technology has to be competitive to change the way of life of the individual. The core of the problem is not with the individual but the system. If we don't change the core of the problem, our individual choices to do the right thing is irrelevant. It's easier to force people to change something, but it won't change the problem.		(see before)		(see before)

Polish						
Code:	Concern on carbon footprint while traveling:		If concern, do you feel guilt?		If concern, deter from future travel?	
	Yes	No	Yes	No	Yes	No
P.10		No.				
P.11	I know flying is much bigger carbon footprint than driving even if you are driving by yourself in the car.		I was thinking about being guilty about my carbon footprint. And I do feel this way. This is the main reason I cancelled my trip to Japan because of my carbon footprint for a short period of time. But I feel I would feel guilty with how much carbon footprint I would produce for only 4 days trip and public money. But if I can go for longer time, I would go. I would probably still feel guilty but not so much because I make use of the time there by staying longer. I know this sounds hypocritical but I'm just being honest with you.			(see before; will travel for longer stay)

2.4 Participants' response on purchasing carbon emission offset.

Australians on purchasing carbon emission offset:			
Code:	Yes	No	Key takeaways:
A.1		I don't believe in carbon offsetting. Why should I care when other countries that are making more carbon emissions don't care. I don't believe they do any good.	I don't believe they do any good.
A.2	Sometimes I do buy it. I do think about the proof or evidence of it. I am on the fence about it sometimes. Like I don't charge my customers to pay extra for my cost in offsetting. It's like \$2 something.		I do think about the proof or evidence of it. I am on the fence about it sometimes.
A.3	I do click on it. But every time I click it, I'm like this is probably not even I don't even know if I believe this. Is this just the way that the corporations are making more money? And they're like tax deducting it like, is it better if I just donate that money to like independent NGOs. But I do tick it because I feel guilty, but every time I tick it I'm like this is probably making the rich people richer and not helping the environment. I think I compartmentalise things because I know I'm not that bad but I know I'm not knowledgeable, and I probably could do things better. But I'll just concentrate on the fact that I don't use gladwrap. And it's like I travel twice a year or something. So I quickly bury the guilt. The excitement of the holiday is helpful in burying the guilt.		I don't even know if I believe this. Is this just the way that the corporations are making more money? I do tick it because I feel guilty, but every time I tick it I'm like this is probably making the rich people richer and not helping the environment.
A.4		I don't think the whole global warming thing is a problem. I mean, you know, so global warming if it's not a hoax, it's greatly amplified for people's political agenda. But without a doubt there are environmental catastrophe in many parts of the world. People on the left don't talk about the volcanic eruption that release double the amount of CO2 into the atmosphere. It's this inconsistencies that raise my hackles. So for me personally, CO2 is the least of my concerns.	CO2 is the least of my concerns.
A.5	If there's an option, you know, when booking an airline, I will always tick the little box to contribute to the carbon offset program. Makes me feel less guilty.		Makes me feel less guilty.
A.6	Sometimes I do. But I never quite understand it. Maybe contributing a small piece might help in the bigger scheme of things. But, I don't really know. I don't really have an opinion sort of either way. I don't really understand it, so.		I never quite understand it.
A.7		I've never ticked that. I just don't know enough about it.	I don't know enough about it.
A.8	But I, honestly, you know, every time I pay it I just think, how much is this actually offsetting? But I pay anyway cause it makes me feel good. Even if I am skeptical about it. I don't know how much it actually goes into offsetting the carbon footprint. But it gives me a little bit of a warm, fuzzy feeling by doing it so. I also think if you want to travel and experience the world you're gonna have to do it anyway. And I think it's part of life, now the world is very open, and if you want to do it, you have to do it.		Every time I pay it I just think, how much is this actually offsetting? But I pay anyway cause it makes me feel good. Even if I am skeptical about it.
A.9		I've never ticked that box. Honestly I don't know what it means and I haven't researched it. So I haven't purchased any. So I'm embarrassed to say this. Look. I don't know enough about it. It's not about the money, I just don't know what it means. And I'm too lazy to research on it too. I don't know enough but really I should look into it.	It's not about the money, I just don't know what it means. And I'm too lazy to research on it too.
A.10	I do but I don't know a lot about it. Maybe there is a bit of skepticism there about how effective and transparent it actually is.		I don't know a lot about it. There is skepticism about how effective and transparent it actually is.
A.11	I buy the carbon emission offset to manage my guilt. I feel it justifies my travel and I feel good about it.		to manage guilt - it justifies travel and feel good about it.

Indonesians on purchasing carbon emission offset:			
Code:	Yes	No	Key takeaways:
I.1		No! I don't! I don't even know if such things exist.	Didn't know it existed
I.2		I have never seen it actually.	Never saw.
I.3		I have not for an airline. But my company has this kind of program. It's the same program about carbon offset kind of thing. And I'm involved in this I mean I purchased the the plan. But in travel I have not done that. Because a lot of them are not advertising that. But I think I would if I see them. I know Gojek has it but I don't tick on this even if I am a regular user of Gojek. I don't trust it.	I don't trust it.
I.4		I never purchase that and in fact I just know about that now from you.	Just know now.
I.5		Never saw it.	Never saw.
I.6		I don't think I have seen that. I have a miliage card with Garuda, and one time they had a program of donating your mileage to plant trees but I didn't do it.	Had the opportunity to donate mileage to plant trees but opted not to.
I.7	I've heard of this. But on the application that I normally use to buy my tickets on Traveloka, they don't have this option. But in Gojek they have this box for green actions. In the past I would tick this box but recently I am questioning the use of this money. There is no report on what they are doing with it. So I am very sceptical about this now.		In the past I would tick this box but recently I am questioning the use of this money. There is no report on what they are doing with it. So I am very sceptical about this now.
I.8		No. I've never seen any.	Never saw.
I.9		I saw the box on the airline website but I never tick it because I don't understand what it's about.	Don't understand it.
I.10		No. I don't know what that means.	Don't understand it.
I.11		I don't think I've ever seen that on the applications that I use actually. I've only heard about this from people talking about it online. But I've never seen it myself. And I think because my lack of knowledge on what this means also makes me less concern about it.	My lack of knowledge on what this means also makes me less concern about it.
Polish on purchasing carbon emission offset:			
Code:	Yes	No	Key takeaways:
P.1	Yes. I think I have. But it's not my habit to do so. It's more related to the price. If I get good price for the flight, I would choose this option. I don't look for the flights that produce less emissions. My priority is looking at the travel time and price.		It's more related to the price. If I get good price for the flight, I would choose this option. I don't look for the flights that produce less emissions.
P.2		No. Because asking clients paying that extra making people feel guilty. But the price of the tickets are so high and they should already include that in the price. I think the airlines that are producing the emissions should pay for it. Also there doubt in my mind about where does the fund go. I don't trust where it goes to.	airlines that are producing the emissions should pay for it. Also there doubt in my mind about where does the fund go. I don't trust where it goes to.
P.3		I've heard about it and saw it but I can't recall if I bought this. I think Flixbus also have something like this.	Knows about it.
P.4		No.	
P.5		No. Because I don't know what they will do with the money. So I prefer to do direct action by myself or donate directly to humanitarian action.	I don't know what they will do with the money. So I prefer to do direct action by myself or donate directly to humanitarian action.
P.6	Maybe once or twice. It's kind of an impulse. I don't know how that work, I don't know what they do, I don't have any information. I would like to be better inform on how that work, how it make sense.		Impulsive purchase. I would like to be better inform on how that work, how it make sense.
P.7		I don't remember if I ever did but next time I will. Do you think it is true? I never thought about it but I will read about it.	No knowledge and never thought about it
P.8		Never seen it.	

P.9		I have never bought it. Because seriously where does the money go to. If the money goes to research on developing eco friendly engines, than it makes sense. But I think now it's just for show.	where does the money go to. I think now it's just for show.
P.10		No. Because that's the airline's responsibility to provide environmentally friendly services. By making passengers pay the compensation, this is the airline passing the responsibility to the passenger. Passengers already pay for the tickets. Airlines should provide better service and use better aircrafts that burn less fuel and less cost. I think the carbon emission offset price is just greenwashing.	That's the airline's responsibility to provide environmentally friendly services. The carbon emission offset price is just greenwashing.
P.11		I have seen this but I never purchase this. I think this is tricky thing on the side of these large companies. They make us feel like if you want us to be more ecological, make us pay more. I don't think this is an honest way of doing business. I think it's better solution for the airline companies to make their prices more expensive to prevent people travelling for unnecessary things to do it online.	They make us feel like if you want us to be more ecological, make us pay more. I don't think this is an honest way of doing business. Higher price to prevent people from unnecessary travel.

Appendix 3: Accommodation Domain

3.1 Participants' response on whether they look for accommodation that is eco-certified and types of accommodation they stay in most of the time at a holiday destination.

Australians			
Code:	Do you look for accommodation that is eco-certified?		Type of Accommodation
	Yes	No	
A.1		Gili Asahan said they're eco friendly and they're certified Eco friendly. But environmentally friendly hotels is just an excuse to charge you more money. I am skeptical about green hotels. I don't know why they are called green except for this one hotel we normally stay in at Chiang Mai called Green hotel. The paint is green and they have turbine on the roof. That's it.	Caravan park, cabins, AirBnB, homestays. Stay at family friends. We don't do 5 stars.
A.2		I haven't in the past. But I do pick places that have lots of plants coz those are what I gravitate towards.	Airbnb or at someone's home. I hate hotels.
A.3		No. I don't even think about it. And that was a thing I didn't know.	Mainly boutique hotels.
A.4		No. Cause I think a lot of it is BS. It's pay to play. The only place I've been to that is really eco friendly is Gili Asahan Eco Resort.	Mid-range hotels
A.5	I guess here's where I'm hypocritical. I didn't intentionally go out looking for that. But if I again, if there were 2 places of similar standard in the place I wanted to go, I would choose the Eco friendly one over the other. I don't know anything about certification in that industry, so I wouldn't know. But if they say that their accommodation is eco friendly, I guess that's enough for me.		Apartments with kitchen set up. I don't like to stay at people's houses.
A.6		I just don't think that I would noticed if they say that they have, you know, environmental initiatives and things, I don't. To be honest, I don't think it's something that would make me choose one over the other. Yeah, I'm just trying to be honest. I don't trust it. Also my kids have only left home not that long ago. I've been paying for my daughter to go to university for so long. I just think probably the number one thing I would be looking for would be value for money.	AirBnB and hotels

A.7	It's a plus. I don't specifically look for that but when I see it I'm like		AirBnB that's a bit quirky with some fun elements to it.
A.8		No. I wouldn't say that.	Budget hotels, camping, and staying with friends and family.
A.9	Nope. But I will look for that. I haven't in the past. I don't think it stands out to me. Maybe it's an Australian thing, or maybe it's my naivety. I've not really noticed that before. Again. I don't think these things are well publicised, or maybe it's just me. Maybe I'm the wrong audience. Maybe if I ask some younger friends they will know about it.		Private accommodation or small hotels. Not chain.
A.10		No	Airbnb style and hotels. Sometimes chain hotels but mostly the small kind.
A.11		No. It's not a driving sector.	Local and AirBnB
Indonesians			
Code:	Do you look for accommodation that is eco-certified?		Type of Accommodation
	Yes	No	
I.1	Yeah. Eventhough I don't really understand what it means by them having this eco-friendly thing. All, if not most of them, I think, that I feel comfortable with are eco-friendly. But I will first choose the one that I am most comfortable with and then see if they are eco-friendly.		I mostly stay in AirBnB.
I.2		Again, my motivation is price.	Hotels.
I.3	No. I don't search for that but if I have to make a choice and one of them says it's eco-friendly, then I would choose that.		I think hotel is a safe choice.
I.4	I would choose this kind of hotel. Mercure and Harris are already certified. So I like to go there. Plus I have Accor membership.		At families and friends or hotels
I.5		I don't really look for the eco certification.	Hotels
I.6		No. In the international chain hotels that we stay in mostly have this. But that's not really what we look for.	3 or 4 star hotels. International chain hotels mostly.

I.7	Unfortunately in Traveloka they don't have the filter for eco friendly accommodations so my go to would be cleanliness and good service based on the review. But I try to pick local businesses when I can.		Homestays.
I.8	If I can choose it I would. But I don't think that information is available in the application. I don't remember seeing it. I have never considered it.		Hotels
I.9		Not really.	Either hotels or Airbnb studio or apartment.
I.10		No.	Small homestay or cottage that is cheap
I.11		I've seen that but my priority is non smoking room.	I prefer Airbnb because I have a newborn and it gives us flexibility.
Polish			
Code:	Do you look for accommodation that is eco-certified?		Type of Accommodation
	Yes	No	
P.1		I haven't noticed this kind of filters actually. But I think I did see the sustainable logo on some places in the description. But this has never been my priority in selecting accommodation.	Local hotels and places owned by the local people. Boutique hotels. Not international chain hotels.
P.2		To be honest, it's rarely that you can find info if the hotel is eco friendly or not.	Private apartment; Local hotel. Absolutely not international chain hotels.
P.3		Until now it's not something that I am aware of but I think it is more eco friendly to stay at apartments because we can still implement our ways of turning lights off and segregate our	Family or friends; AirBnB; We avoid hotels.
P.4		No. I never thought about it and didn't know if those options are available.	Apartment styles.
P.5	We use this app Slow Hop, and they have this eco friendly policy and that they are also local oriented.		Camping
P.6		No. I'm not sure if they have this on booking.com. Maybe they have, I'm not sure. I notice the green leaves but it's not what I look for in apartments.	Usually apartments
P.7	I do check it. It doesn't have to be that they have the certificate but sometimes in the description they say something.		Guest house or local AirBnB or some small boutique hotel.

Code:	Do you look for accommodation that is eco-certified?		Type of Accommodation
	Yes	No	
P.8		No. That's not my concern.	Apartments and camping
P.9		No. It's not a thing that I am concern. Because I think it's very easy for people to say they are eco friendly. I think it's just for show. If you are doing something extraordinary, that's ok. But just because you have a solar panel, I don't think that is relevant.	Apartments or hostels
P.10	Not my priority. But if I have to choose between similar options, same price and location, I would pick the eco friendly. Otherwise, I will pick based on price and location.		IBIS Budget or 5 star hotels.
P.11		No	Camping or pensions or homestays. Only at hotels for conferences.

3.2 Participants' response on if it matters to them if the owner of the accommodation is local or not.

Australians			
Code:	Ownership of accommodation		
	Local	Foreign	Don't care/matter
A.1		I don't know if you can tell. I assume more expensive it is, it will be own by a foreigner. I do like to stay where the place is runned by a foreigner because it does feel different. You can get good breakfast.	
A.2	Locally owned for sure.		
A.3	Well, now that you're asking me that, I feel like I'm for it to be locally owned, but I have never once looked into that. I've never researched it to find out whether it is or not. I generally like to stay at hotels that seems as authentic as hotels can be to the area that we are staying in. But it can still be foreign pretending to be local.		
A.4			Cost and convenience is of main concern obviously. But if I know I will get better service at a particular place, I will go there regardless of who owns it. Gili Asahan Eco Resort is foreign own. I don't know of any local places up in Senaru that even try to be eco friendly and sustainable.
A.5	It hasn't matter to me in the past but maybe it should now that you've mentioned it.		
A.6	That's a loaded question. Well, I don't mind if the person who serves me is from another place. But I do like it better if the money that gets spent in Australia is kept in Australia.		
A.7			It doesn't bother me at all.
A.8	I do prefer locally own, because I think you sort of get a bit more of a local experience. And I do think I mean, if it is a foreign owned sort of thing, not that you'd know it, but you'd want some sort of track record of them employing solely locals.		
A.9			I probably don't pay attention to that or consider that to be honest.
A.10	I would prefer if it's locally own but it wouldn't stop me if it fits my other criteria.		
A.11	I prefer local. And I do look at that. I prefer to support local.		

Indonesians			
Code:	Ownership of accommodation		
	Local	Foreign	Don't care/matter
I.1			It doesn't really matter if it's locally owned or foreigner owned it.
I.2	But if I travel on my own budget, I prefer local hotels.		No problem for me. For work, they sometimes put me in an international chain hotel.
I.3		Well, if it's an international chain or foreign owned, you kind of know what to expect in terms of service. But with local owned hotel, you don't really know what to expect. I guess I would just be neutral on this topic. If I go to a new place, I would choose a familiar hotel like a wellknown chain hotel.	
I.4			No. It doesn't matter.
I.5			No. It doesn't matter.
I.6			No. It doesn't matter at all.
I.7	I do like to support locally own businesses		
I.8			I don't think I can check this. So I don't think it matters.
I.9			It doesn't matter.
I.10			I don't really think about that. Also it is difficult to find out beforehand. I would go to a place that would serve some foreign food and I would ask if the owner is foreigner. And normally that is not the case. It's Indonesians that have stayed at a foreign country for a long time and they bring back that culture here.
I.11			It doesn't bother me either way.

Polish			
Code:	Does it matter if the accommodation is locally owned or not?		
	Local	Foreign	Don't care/matter
P.1	It does. But at the same time it is hard to learn about this. I like local owners because I like talking to them. But sometimes this is how I found out that they are actually just the staff and the owners are some foreigners from another country. I feel a bit dissappointed when this happens.		
P.2			Absolutely not.
P.3	That wasn't something I was looking at at all. But I think staying at locally own is preferable. We stayed at local guest houses.		
P.4			I don't care.
P.5			It doesn't matter
P.6	I prefer if it's local but I don't check this. This is also why I prefer to rent apartments because they are mainly not in tourist places. And sometimes you can talk to the owners.		
P.7	I prefer local.		
P.8	I prefer locally owned. Because I respect family business, that the place is created from the beginning, they would take more care of it.		
P.9			No, it doesn't matter.
P.10	But if I go to small islands in Greece, I would stay at locally own accommodations. It's would be more authentic. I don't have to be at chain hotels all the time.	Depends on the country and cities. In Athens, I would stay in IBIS, because it's a big city and too many options. I know I will get the same or similar service at a chain hotel like IBIS. Just like McDonalds.	
P.11	I prefer that it is locally owned.		

3.3 Participants' response on if they behave the same way in the accommodation as they would at home; and their opinion on hotel sign requesting to reuse towels etc.

Australians:		
Code:	When you are at an accommodation, do you behave the same way as you would at home?	What is your opinion about hotels' sign to request you to reuse your towel?
A.1	I do the same as I would at home. People think they are invincible when on holidays. Why are you prancing around in your bikini when the locals are all covered up.	I don't think you need sheets and towels to be changed every day.
A.2	Yes.	n/a
A.3	I'd say I'm pretty much the same, but probably a bit worse . Probably I'd be like more lax on myself, so I'd be like I'm on holiday. I deserve a longer shower , or like I'm on holiday I deserve a fresher towel. There's not like a huge disparity, but there is some. I would say I would probably be a bit naughty while on holiday. Like at home I wouldn't get takeaways or food deliveries. But when I'm on holiday like last year when I was in Thailand with my boyfriend, we were eating curries from street vendors and they were in styrofoams and plastic bags. I was feeling guilty about it. My boyfriend said that they recycle much better in Thailand. So I shut up.	About the signs, I think it's really good. I think it makes you mindful because I think, especially when you're on holiday. You get caught up with being on holiday and a lot of the time. All of the, you know, worries and stresses of everyday life, including the fact that the world is burning is like washed away. You're sort of thinking: Oh, this is so great like, you know. Would I do it if that sign wasn't there? I probably would be like, Yeah, just leave it on the floor . And like, you know, especially if you're staying in a nice place, you're like I get my money's worth. But with the sign I'm like, Yeah, that's true, like, no, I can reuse it. It doesn't need to be washed. Hang it up .
A.4	I suppose so.	I think it's just a total scam . I mean, that's just to save them money. So I think, no no, I'll just have my clean sheets, please. Sometimes every day, sometimes we don't. Cynical Australian says. Yeah, you're just trying to save money .
A.5	I still behave similarly. Even when I'm packing my bags. I'll be packing you know stainless steel water bottles and our coffee cups, said, I will pack to take and travel with us.	Yes. I think they are great. And I do follow them as well.
A.6	When it comes to cleaning, yes I do behave like when I am at home. I don't litter . But when I go camping with my brother to a cabin in Northern NSW in June, July, it's freezing. I'll quite happily leave the little air heater going on for hours because it's 6 degrees .	I think that's good that they do that. I think we've all lived in Australia when there's been droughts, and we're sometimes going places where people don't have enough water to drink. I think it's good. I think they shouldn't wash our towels every day.
A.7	Definitely. I kind of treat it like my own.	I love that.
A.8	Yup	I think it's a good idea. You know it's not an unreasonable requirement. But it happened to me that I didn't ask for them to replace my towels but they change it anyway . More so with the bath mat. They just give you a new one anyway. If you put it over the bathtub, or you put it up on top of the shower, they'll give you new one anyway. I just sort of think why did I hang it out. It seems a bit pointless that they have rules when they're not gonna stick to them . They're telling us the rules, and they're not gonna stick to them. So yeah.

A.9	Yes. Neat and tidy. Clean and respectable. Absolutely. And I tidy up before I leave. Why should people clean up my mess? I try to leave it the way I found it as best I can. It's the way I was brought up I suppose. And I think I don't want to come to a place that's not well looked after. So if I don't do my bit, it may not be there any longer.	I normally stay in hotels only for maybe 3 days at the most. I will not request room service. I don't see the point in changing a towel for 3 days. I actually put the Do Not Disturb sign on, because it just seems like a waste of washing for that short period. But sometimes I forgot to put the sign up and they would just come in and change my towels. What a waste. They just ignore it and I guess they want to give the right customer service doing it. I don't know. I just think it's such a waste. I don't think I've ever said anything about that maybe I've just checked out the next day, but I don't think I've ever called reception and said, don't bother with my room again.
A.10	No. Different environment. Eating habit is different. Different daily routine. Harder to recycle cause only one bin available. Similar habit otherwise. No longer showers for examples.	We don't go for a linen change every day. We will delay that for as long as we as long as the hotel will allow. They often usually, as you know, I'll usually say it's compulsory to have a change of linen after 3 days, or something like that.
A.11	Yes. I still use the shower timer.	I never get my towels or sheets replaced.
Indonesians:		
Code:	When you are at an accommodation, do you behave the same way as you would at home?	What is your opinion about hotels' sign to request you to reuse your towel?
I.1	No. Because I feel like it's not my property, so I cannot, you know, do whatever I want. When I have to check out, I have to tidy the place as I come in, you know. Like it's like maybe it's a moral habit, you know. To make people have less work cleaning after me. So I'm helping them a little bit. I also turn off the lights when I don't need it. It's a habit now.	With the card, I don't think it's environmentally friendly because everything will be turned on eventhough you don't need all of them on. Like the TV. Then you have to turn it off. It's an inconvenience. If you just come, and then you just, you know, turn on the things that you want to use. (Q: But how about when you are in a rush to leave and you don't have time to turn everything off?) Yeah, I didn't think about that. Good point.
I.2	To be honest, when I'm at the hotel, I don't care too much about the things that is normal for me at home. At home maybe I would think it is costly to keep the AC on, but when I'm at the hotel, I prefer to keep the AC on so when I come back to the room it is already nice and cold. Since I already pay. Now you make me consider again that maybe I should be 2.	No, I don't pay attention to this. I ignore it. I will put my towel on the floor so they change it. With the keycard, when they give me 2 cards, I will only use one to keep it simple for me. It's not for environmental concern, but just for simplicity. I just put it on the table.
I.3	I do. Like I would turn the aircon off when I'm not in the room. Also I won't change my towel so often. I think it's more of a lifestyle for me. Why would I change the way I live at home and when I travel.	
I.4	Yes. If you stay at an eco certified hotel, they would provide water dispenser instead of single used plastic bottles. So I use this facilities. Most of the times I will turn off the AC if it's cool enough. Sometimes in some hotels, the water takes a while to heat up in the shower, so while waiting I will brush my teeth and wash my face in the shower. I don't leave it running for nothing.	I always hang my towel. And I always take my keycard with me. I appreciate these efforts because everybody has to weigh in because we only have one earth. To be honest, some places that I go to they take this seriously. But other places, I don't know what happen with the staff, when I come back to my room, the towel is new and even the bed sheets also. That's why in this particular hotel, I always put the do not disturb sign outside so they don't come in.
I.5	Yes, I do. I still only shower once a day. But honestly I don't know if that is because I try to be eco friendly by saving water or I'm just lazy.	I really like when the hotels have that note in the bathroom asking us to help save the environment by reusing our towel and when the note says something extra like how appreciative they are of our actions things like that. I makes me feel nice and happy.

Code:	When you are at an accommodation, do you behave the same way as you would at home?	What is your opinion about hotels' sign to request you to reuse your towel?
I.6	Yes. For example with the towel, and bedsheets, we don't ask to be changed. We appreciate the regulation.	I was staying at this hotel once, and if you ask for extra towel, they charge you for this. I respect that.
I.7	I would like to think I do. I like to leave the room as I found it.	
I.8	Yes.	I think it's good. It reduces the water consumption. And I do follow this request.
I.9	Yes. I would take care of things before I leave. Except the blanket and bed sheets. Because I don't want them to reuse it for the next guest.	Not really. But I notice the hotels that I have stayed in have the card to hang on the door if you want them to clean the room or not. Normally I just hang the Do Not Disturb sign on because I don't want the cleaning service to come into my room.
I.10	Yes, I do. I always bring my own water bottle everywhere for example.	Not really. Because I normally stay only one night at one place. I don't want to commit to one place just in case I don't feel comfortable there.
I.11	No. I am cleaner at the accommodation than in my own home. I think it is my responsibility to leave the accommodation as I found it. I don't take advantage of the water or electricity though.	
Polish:		
Code:	When you are at an accommodation, do you behave the same way as you would at home?	What is your opinion about hotels' sign to request you to reuse your towel?
P.1	Yes. I switch off the light.	In a lot of the hotels too, you can see they ask you to put the towel on the floor if you want it changed. I never put my towels on the floor but sometimes they still change it. So I would put this thing on the door so they don't come in to clean the room.
P.2	Of course. Because this is our habit.	
P.3	Yes.	Yes. And I always state clearly that I don't need fresh sheets and towels, normally my requests is followed but sometimes they change the towels anyway. Maybe it's the hotel policy to change it every day and they disregard our request. Maybe they think it's more comfortable if we get new towels everyday. I don't like this. Because it's a waste of water.
P.4	Unfortunately yes. We are very noisy like we are at home.	We prefer to put Do Not Disturb sign so people don't come in.
P.5	Yes.	I put the sign on the door so people don't come in and change anything.
P.6	Yes.	I love this idea because my understanding is that you decide how long you use it. Like I don't throw my towel on the floor every day. But again I understand some people will do this because there isn't limitation. Maybe there should be a rule on how often the hotel will change the towel. One of the reasons why I prefer to stay at apartments because they have this home style things. Like they provide sugar and coffee in big packages. Not small scachets. And soap and shampoo in big bottles. I understand some people may not like to share, but I don't mind this at all.
P.7	I am the same. I prefer if I can talk to the owner.	The electric key is great because we don't waste electricity. So I don't have to think about not wasting electricity like if I forget to unplug something. I also don't need clean bedsheet every day. I also like when the hotels don't use small soaps and shampoos but the dispenser.

Code:	When you are at an accommodation, do you behave the same way as you would at home?	What is your opinion about hotels' sign to request you to reuse your towel?
P.8	No. I don't spend so much time at the accommodation. I would come late and leave early. I would turn the TV on because I don't have a TV at home. And I like to see what they have on TV when I'm abroad.	Good. Sometimes I'm surprise that they put that reminder in the rooms because you wouldn't just throw your towel after using it once when you are at home. This makes me doubt how people behave in general. About the human behaviour. I have experience that when I came back to the hotel, they already changed my towel. I was happy about that. I think this is part of their service. To make the client happy.
P.9	I would behave the same way and maybe even better because I would clean the place better than my house.	I never have seen the towel request but I would still use the same towel for a few days.
P.10	No. I'm much more formal. I keep order in the room especially with children. Less freedom.	
P.11	Yes. Because I am responsible for the environment where I am at that particular moment. The same way that when you are expecting a guest to come stay at your home, you will do extra cleaning. This is the same way I feel when I go to these places.	

Appendix 4: Destinations Domain

4.1 Participants' response on being attracted to destinations that boost its sustainability.

On being attracted to destinations that boost its sustainability, for example eco-tourism:		
	Australians	
Code:	Yes	No
A.1		Not necessarily.
A.2		I am attracted to places that aren't over populated.
A.3		No. But like I would be. Historically it hasn't been on my radar but now that you are asking me.
A.4		I don't recall any place making that audacious claims.
A.5	I mean, I've stayed at Eco resorts in Sri Lanka. Again we went to a couple of where we did like a cycling tour, and we went to this place, where they using the coconut husks for a whole range of purposes, and that created employment and did things for the local community. And we also went to this elephant sanctuary that was trying to protect local wildlife and the tourism. That was, I think, ecotourism or claim to be at least. We have stayed in sustainable accommodation in Italy, which is, you know, why I chose that particular place, but I don't know about picking a destination?	
A.6	When I went up to Cairns, I just really noticed the effective tourism on the natural environment and stuff. So I was really interested in what they were doing to make it.	
A.7	Yeah definitely. That's why I love Bali. They are always doing thing to better the environment. Like rice straws and cleaning up the system.	
A.8	I guess I'm attracted to destinations because there's something different about these countries. I think with a lot of Africa, and also a lot of Asia. The people where I go to have nothing. And I guess the amount of gratitude and happiness it gives me something that I just don't experience back here, and I think that in travel is worth more than anything else I always feel happier when I return home after traveling to those type of countries. Then if I go and see some museum in Europe and spend a gazillion dollars on something that I don't know. I just think seeing people and their connection to the country and their community has a greater impact on me than seeing a physical thing. And that's always been what I sort of look for when I go and choose a destination. I don't know if that's choosing an eco-tourism thing, but I'd rather give back to the people and what they're giving me than giving back to one specific monument in a country and spending money in hotels and bars and stuff like that. I'd rather just give back to the people who fill my cup up.	
A.9		It wasn't a criteria that I look for. What's work for my budget and my timeframe.
A.10		I don't think I've ever come across anything like that.
A.11		Not attracted to that.

	Indonesians	
Code:	Yes	No
I.1		Well because I've never heard of eco tourism before, so I don't even know what's the difference between the other general tourism with this eco tourism.
I.2	Yes.	
I.3		It gives additional value for me to pick that. But I don't recall ever going to a place like that.
I.4	Always. In fact one of my bucket list was to visit the sustainability city of Dubai. I was there last year. People talk about Dubai being a very sustainable living. Also Amsterdam too but Dubai is more famous on this. I think around 80 percent that I can see they have implemented sustainable practices.	
I.5	For me natural landscape is more attractive.	
I.6	I do. I am interested for this. One time we went to Labuan Bajo because they promote sustainable tourism, with the protection of Komodo and everything. It was bloody expensive going there. Just to hire a boat to get there was 9 million. I'm still complaining about that. But it was great. We went there because we heard the Government is making it into premium destination. So we wanted to go there and see before they started changing things. They were going to increase the entrance fee into komodo to millions of rupiah. But at the time it was still very cheap. So we wanted to experience it before. They say the hotels in Labuan Bajo are sustainable tourism and environment protection and things like that. But I don't see that. At least they don't give plastic bottles.	
I.7	Yeah, very much so. In Lombok there is a lot of Desa Wisata. But there is a huge misconception about that here. Most of them are actually just nature tourism but they would say they are eco tourism. I don't think they really understand what it means. There's a lot claims but they are not very well executed. So I am very picky about this. For example in Sembalu with the glamping areas. People would go there and bring their own food and rubbish, and not enriching the locals and they just leave their rubbish there. So I don't think that is really eco tourism.	
I.8		Not really. I've never consider it.
I.9		Maybe. I don't know. I've never seen any info on tourism destinations that says they are sustainable. But I don't know.
I.10	I do.	
I.11	Yes. Now I am more attracted to that. Although my kids would be bored with nature tourism.	

	Polish	
Code:	Yes	No
P.1		To be honest I've never seen any advertisement on destinations that are sustainable. I've seen a list of countries that are recommended because they are eco friendly. And one of them is Mongolia. But I have actually always wanted to go to Mongolia. So it's not the other way around.
P.2		No. Not yet.
P.3	It's something that I consider to be attractive. If there is an option on this, I will consider this.	
P.4	Yes. I was attracted to this camping area that is close to nature and take care of the environment.	
P.5	Yes. Like in Sweden, they don't sell all this tourist rubbish for kids like in Poland that make them want to buy them only to be broken immediately. We have to impose some rules about this but I'm glad they are out growing this now. It's not worth to buy this kind of stuff.	
P.6		Not really. Because we are also interested in culture, arts, so we go to big cities. So we don't think about eco-tourism. Maybe if we go to nature. But we don't think about sustainable places.
P.7		No
P.8		No
P.9	I love nature and it's on top of my list of destination. I also think that if local people create tourism space in the nature, they are destroying some parts of nature. And the amount of people that would go there would also affect the nature. Like in Zakopane is very commercial. And a lot of people need to learn how to behave in nature. If the place is secluded and have less visitors, I think that is more eco friendly.	
P.10		No. It's more about what the place is famous for. So if it's famous for nature, I will go to the nature.
P.11	Mostly we don't think if the place is eco friendly but we do prefer places that are natural and not so crowded. And I think they tend to be more eco friendly. The main reason is more selfish but the effect is the same I think.	

4.2 Participants' response on the phrase "When in Rome, do as the Romans".

Australians	
Code:	"When in Rome, do as the Romans". When you are at a holiday destination that you know has more relaxed rules and regulations than your home country, do you apply the stricter rules that you are accustomed to or do you "do as the Romans"?
A.1	I don't throw my rubbish. I observe my own rules normally when it comes to rubbish. But otherwise I observe what other people are doing.
A.2	With regards to lifestyle, I can't do that. I apply my own values when it comes to like how long I take a shower and things like that. But when I'm in another country like in Italy, I will eat lots of pasta and drink wine at 2pm.
A.3	When I was in Morocco, I had so many hammams with running water for an hour. But I feel like I'm in the culture. But I wouldn't throw rubbish anywhere. Also like if I'm in America, I'll be using my own reusable water bottle, looking at everyone being like us, disgusted that you just bought all those plastic bottles. Especially in LA. I think, when it has like romance to it, I'm very easy to sort of dismiss the negative impacts. But when it's like gross, like mass consumption, and like plastic wrapping, I'm like, No!! If they don't have recycling bins. I'm like, what's wrong with these people. I'll carry my junk with me all day and then find somewhere to put a recycle.
A.4	I think I would say more than 90% of the time we would maintain our own standards, but because of the Romans sometimes it's very inconvenient to be environmentally friendly all the time. But I mean not every time. Because I know my conscious is going to remember that. It'll remember when I don't do the right thing in my mind.
A.5	No, I don't do as the Romans. When I was in Nepal one thing I really struggled with was people would just throw their rubbish in the street and you know I realised that there was no infrastructure for the collection of the rubbish and all this plastics would end up in the rivers, and it was just rivers of plastic and rubbish. And it really upsets me.
A.6	When I was in Vietnam, I went on a motorbike. There were three of us on a motorbike. So I think a little bit do as the Romans do. I probably think I look through an Australian lens, you know. I don't like getting in trouble, and I'm not necessarily a risk taker, so probably depends on what the rules are, but I think probably I will generally try to go with the rules that I'm comfortable with. Like, if you didn't have to wear a safe belt, I would still wear a safe belt. I don't think on a when in Rome do as they do, I think on the more I have a set of rules that I suppose I'm comfortable with that are probably colored by my Australian experience. So I sort of go with that. I think.
A.7	I probably do as the Romans, because I don't want to upset the culture. I would never litter but I also wouldn't pick up rubbish. Like in Bali I wouldn't pick up rubbish because I don't know if they will be offended.
A.8	I'd probably do as the Romans. And that's probably why I enjoy certain destinations. I still hold same values and stuff like that. Like I wouldn't completely go rogue or anything like that. But I would relax into a culture rather than be all stiff and starchy and overregulated like we are over here. I would follow the locals in their walking patterns. Like in Fiji you know you'd be on bullet time, and you wouldn't be so focused on time and stuff. As I said, I wouldn't go rogue and all of a sudden ride a moped without a helmet and smash into something and kill myself.
A.9	I'll stick with own rules and regulations. I'm a lawyer. I like things done the way I know how to do it. I will say I will think people are either sloppy or lazy or careless and I will do my own.
A.10	I don't think I've encountered a situation where I've been somewhere with lower standards than Australia. So that's a tricky question, that's a hard one to answer. We have been to Bali, but I don't recall there being situations where I felt like I was having to do something that I don't like. I don't recall ever just leaving rubbish around or that I had to. And I would say that, you know, because we went to Japan recently. And it's the opposite. Yeah, I think you have to lift your game, because obviously, you know, Japanese society is much more ordered. And they're much more cooperatively minded. So like you don't jay walk in Japan. And even if there's no bins in public in Japan, you take it back home with you and dispose of it, which I think is great.
A.11	What I'm accustomed too.

Indonesians	
Code:	“When in Rome, do as the Romans”. When you are at a holiday destination that you know has more relaxed rules and regulations than your home country, do you apply the stricter rules that you are accustom to or do you “do as the Romans”?
I.1	I'll follow my own custom. But depends on the impact of my behaviour. Like when I went to Spain, they litter everywhere. Since I live in Poland, I have this habit of not littering. So I'll follow my own custom because it's more like depends on my behaviour. I will do the right thing. But if it's like a lifestyle thing and nothing to do with good or bad behaviour, I follow them. Like eating in the street, not sitting but maybe standing, there's no impact to the environment, so I would follow the Romans in that case.
I.2	This is very tricky because in Indonesia the rules are very relaxed. So normally I would do like the Romans do.
I.3	In the beginning I would follow my own custom. Like for example jay walking. I don't jay walk. So I would not do that. But after awhile if you see all the locals are doing it and following my own custom isn't going to get me anywhere, then I would do as the Romans. But I won't throw rubbish anywhere even if that is the normal thing to do there.
I.4	I try to do as the Romans. Because when you visit a place you want to experience the place and local way of living.
I.5	If it's not against my habits, I will do as the Romans. But like I wouldn't throw rubbish anywhere. In fact I will pick up the rubbish if I can. Like picking up a bottle from the street I can do that and I do.
I.6	We follow our stricter rules normally. Especially when it comes to rubbish.
I.7	I try to do as the Romans but in moderation. I am very open to new things as long as it's in moderation and it doesn't violate me to the core. If I see someone throw rubbish on the ground, I would pick it up in front of them and throw it in the rubbish bin while giving them the face.
I.8	Let's say if it comes to throwing rubbish, I just can't throw rubbish anywhere. I would put it in my pocket and take it home until I see a rubbish bin. I went to Guantong in mainland China. They throw rubbish everywhere and sometimes they poo in the street too.
I.9	I try apply what I identify as. In Italy people just cross the road whenever they want without waiting for the red light. If I don't do as they do, I will never move. So in this case I will do as the Romans. As long as it doesn't violate criminal law in that country.
I.10	I would do what I think is a positive attitude. Here in Indonesia it is impolite to call people out especially older people when they do something wrong. So I would just do what I think is the right thing to do and showing them that this is what I'm doing without lecturing them. I think this is important because most people don't like to be lectured or told off. They won't learn anything from that.
I.11	I would do as the Romans but as long as it is still within my culture. Like how people dress for example.
Polish	
Code:	“When in Rome, do as the Romans”. When you are at a holiday destination that you know has more relaxed rules and regulations than your home country, do you apply the stricter rules that you are accustom to or do you “do as the Romans”?
P.1	I try to follow the local rules. Like outfits. But if it's about environment, I wouldn't throw rubbish anywhere even if the locals are doing it. This is just my personal norms.
P.2	We always respect the local rules. For example in Spain, it's normally allowed for tourist to do a lot. But I can feel the feelings of locals and I don't do it.
P.3	I don't think it's necessarily about doing what the Romans do. But I will follow my own rules and habits when it comes to rubbish, water and electricity consumption. I tend to clean after others. This is something I teach my children. We do leave no trace rule.
P.4	I would apply the stricter rule.
P.5	My rule is stricter than most, so I would apply my own custom.
P.6	When I'm in a country that they don't segregate the rubbish, I can't do anything about this. But I won't throw rubbish on the street, or turn the heater higher because at home I don't do this.

P.7	I try to do that. I also expect about that from my international students. To not complain so much when they are in a different culture. I try to behave appropriately. If they throw rubbish, I don't do that.
P.8	I would follow the locals.
P.9	When it comes to being environmentally friendly things, I will follow my custom. But other things like drinking beer in the street like in Denmark, I would do that.
P.10	I rather keep the stricter regulation and behaviour.
P.11	I will follow the rules of the country I visit but not when it is to do with throwing rubbish anywhere. Like in Georgia, people throw rubbish anywhere and I don't and can't do that.

Appendix 5: Tourist Attractions Domain

5.1 Participants' response on whether they would go to a tourist attraction ONLY because someone they trust recommended it, or would they risk going without prior knowledge.

Australians	
Code:	Would go to go to a tourist attraction ONLY because it was recommended to you by someone you trust or would you see an advertising and thought "let's risk it and go!"?
A.1	I am a risk taker. We'll just go anywhere. I don't read reviews. I don't have the time. I have low emotional energy to plan for a holiday. I'm just thankful I get there and do stuff when we get there.
A.2	We would if we think it's the right thing to do. I'm not going to do unnecessary damage for a photo or something. If it's about food, I would go.
A.3	I would research it first. Like I would see reviews but I also don't really trust people. If a friend recommends something, I'll ask myself why does my friend like it? Does it have value to me? Does he just like it? Cause if it's really boujee, and he's really boujee, and he thinks it's fancy, that won't be really appealing to me. But does he like it because it's beautiful, or whatever, then I'll go check it out.
A.4	n/a
A.5	I'm less of a risk taker. I'm not typically a spontaneous person. I mean depends on the context too. But I would read reviews and everything first.
A.6	I'm pretty flexible so I would probably do both. In Vietnam, by chance someone told me about Fukok Island. It was the strangest place I've ever been. They built like a mini Venice in the middle of an island off the coast of Vietnam. The strangest place I've ever been. It was like all these 5 and 6 star resorts that were empty. And then they literally built canals and buildings that replicated Venice and was the strangest place I've literally ever been. So yeah, I would do both if I saw something. And yeah, I would go and have a look. But like, I say, I'm not an overly risk taking person. So I wouldn't do anything that I couldn't check out a little bit.
A.7	No, I always do research. But if I see something advertised, it will get my attention but I always have to research and look into it. I suppose everyone has their own opinion. But if I knew those people well and trusted, and we have similar interest then I would be strongly believe them. If I read a negative review it would have an impact for sure.
A.8	Depends on what's on offer. And depends on what values it held for me. It doesn't matter whether someone recommended it or whether I saw it online, if I thought that looks good, I'd go. (Q: How about reviews?) I don't even read the travel warnings like the government website telling me how dangerous the country is before I go. So I'm not gonna really care about reviews and have someone tell me whether or not they liked it.
A.9	A bit of both. I wouldn't only go where people tell me is a good, or they've been before. No. I like to think I'd have an open mind. But if there's no review or anything like that, I'm a bit too conservative, so I don't think I'll go if I couldn't find any social media presence. I probably wouldn't take a risk.
A.10	I would potentially risk it but I would have to research reviews about it though.
A.11	Both. Especially in countries that I don't know, I'd go. But if there's a 50:50 review, I probably wouldn't go.

Indonesians	
Code:	Would go to go to a tourist attraction ONLY because it was recommended to you by someone you trust or would you see an advertising and thought “let’s risk it and go!”?
I.1	Usually me decision to travel is based on other people's opinion and references . Recommendations. Like going to Jordan. If I don't have friends there that are saying come over, I won't go there.
I.2	I would get recommendations .
I.3	So normally if I get a recommendation .
I.4	I prefer to go to places that either my friend or a person I trust recommend to me. I don't like uncertainty. It makes me anxious . I do have an adventure instinct but in the past this instinct cost me a lot of money.
I.5	I would take the risk. I think it is more interesting .
I.6	Mostly based on recommendations or review . We are not risk takers. Especially not Martin.
I.7	If it's about food, culinary travel, I would go . Like I really like rujak, and one time I saw this reel on Inside Lombok about this rujak place, I would drag my partner to go there. Even if the review is only half good, I'll go. Unless it's very bad then I wouldn't. But it is important for me to see some sort of review .
I.8	I would do both. I would risk it too. If it's reachable and not costly. At least there's some photos of the place, I would risk it .
I.9	Usually I would just go . Like I want to go to Tibet. But I won't research what is there to do or things like that. I would just go. I would only research how to get there . Que sera sera.
I.10	I stayed at this village for my end year study program, and the villagers told me that they would go to the beach before sunrise to catch fish with their hands. I was very intrigued and I went there with them and it was true. (recommendation)
I.11	Normally I would go based on recommendations or good reviews . I wouldn't normally go on the spot.
Polish	
Code:	Would go to go to a tourist attraction ONLY because it was recommended to you by someone you trust or would you see an advertising and thought “let’s risk it and go!”?
P.1	Both . If people I know have similar style of adventure as me, I would pay attention to their opinion. I also see on the internet.
P.2	It depends . Like I said our agenda is always flexible. So we are ready to go somewhere if maybe a person in the hotel tells us about a place we should go and visit.
P.3	This is about being a pioneer or a follower. I think I can do both . Sometimes seeing it with your own eyes is nice, also being the first to see it then to tell your friends about it is nice.
P.4	I would always look for reviews or second opinion . I rather not take the risk.
P.5	I would go if based on recommendation but depends on who gave it . If I'm in a country that I don't know, and a person that I know personally recommended something, then I will go. But if I just see and advertising, I will always double check .
P.6	Neither . I'd rather read about. I'm worried that I would be dissappointed and waste my money on it. So I'd rather do research on it. Also I know what I want, and even if there is a good opinion on it, it might not be good for me.
P.7	It is my decision . Even sometimes I ask people to recommend, but it's not always because of that .
P.8	If I get recommendation from someone I trust, I would still like to go on the internet and check it out. I am not a risk taker .
P.9	If someone I trust recommends something, I will definitely go. But if it's in advertising, I prefer not to go. I would assume there's a lot of people there .
P.10	I would rather check if it's worth visiting from reading reviews . It has to fit my preferences. Reviews may help but depends. There is always a level of research into the places before I decide to go.
P.11	Mostly I will check the information online even if someone tells me about it .

5.2 Participants' response on preference for local or same country of origin tour operators.

Australians		
Code:	Do you prefer your tour operator to be a local or same origin as you?	Key takeaways:
A.1	I don't care. But I wouldn't go to places where there's a lot of Aussies. Why would I go to a different country just to hang out with Aussies. I don't trust foreign run attractions anyway, I think they will be more expensive.	Avoid Aussies; Don't trust foreign run attractions - more expensive
A.2	No. I would always try to find small and local first. We also don't always do paid attractions. I try to avoid Australians.	Avoid Aussies
A.3	No. I'd rather be shown around by the locals. It is helpful if they speak English. I would rather be shown around by a local than like even an aussie that's been living there for a long time, like when we're in Morocco. We have local tour guides the whole time, but they would like they spoke excellent English, and like 5 other languages as well. I don't fly all the way to Morocco to listen to an Australian speak all day, you know. It's nice to be immersed in the culture as much as you can.	Avoid Aussies
A.4	I haven't been to a place that was operated by an Aussie outside of Australia before. But there is this flying fox place near Chiangmai that goes 30 meters above ground. When I read the small print that says French owned and operated on that thing, I feel happy. But do I look for that, not really. But if I see it, particularly something where my life is potentially at risk, it does bring me some comfort that maybe I won't die today.	Brings comfort if foreign run high adventure attraction - assume better safety
A.5	Not at all. I travel to learn about other cultures and people other than myself. If I were to go to another country, I would rather be guided by somebody from that country for a more authentic experience.	Locals for authentic experience.
A.6	No, I wouldn't. No, I'd rather go with locals. I'd rather go with people who are from the place that I'm going to. I just think they have local knowledge you can acquire. It's just much more authentic. And culturally, I think, really, why else do you travel but to immerse yourself in their culture? And to find out how other people live and other people's life experience and stuff. So definitely I wouldn't want to have an Australian tour guide overseas.	Locals for authentic experience.
A.7	It doesn't bother me at all. As long as the locals can speak English.	Prefers English speaking
A.8	No, you want to go with a local. I guess you can get a more authentic experience.	Locals for authentic experience.
A.9	No. I'd prefer the locals. I prefer local knowledge.	Locals for local knowledge.
A.10	No. I feel that's culturally a bit rude. I think that's undercutting and ignoring the local population and culture.	Locals, otherwise rude.
A.11	I don't need a tour guide.	None
Indonesians		
Code:	Do you prefer your tour operator to be a local or same origin as you?	Key takeaways:
I.1	Not attractions but for food. I go to other country because I want to experience the cultures, their own cultures, not my cultures. I want to see something else.	Experience local culture
I.2	No. I prefer people from the local destination because they know more their culture.	Locals for local knowledge
I.3	Pretty neutral about this. But I might visit the place to show support as long as it is something to my liking. For example I don't like eating Indian food, so I might go to show support but I won't eat there.	May support Indonesian run business
I.4	No preference. It isn't something that I think about actually. For me it doesn't matter as long as we can communicate.	No preference.
I.5	No. I prefer a local that runs the place.	Locals.
I.6	No. We always go with the locals. We don't even go to bars where the Germans go to. We prefer the locals.	Locals.
I.7	I do have a sense of solidarity and comradeship. Like visiting Indonesian restaurants overseas.	May support Indonesian run business - comradeship
I.8	Never really consider that.	No preference.

I.9	If I know that there are Indonesian working there, I would go with the Indonesians because it would be easy for me to communicate. But it depends because I also like to communicate with strangers. But I prefer the Indonesian.	Prefer Indonesians
I.10	I don't really care where they are from as long as what they offer is interesting for me to go and see then I would go regardless.	No preference.
I.11	I prefer the local people.	Locals.
Polish		
Code:	Do you prefer your tour operator to be a local or same origin as you?	Key takeaways:
P.1	No. I try to avoid this. I prefer the local. I don't go to other places to meet and talk to Polish people.	Avoid Polish
P.2	Absolutely no. No no no. This is a strong no. I prefer locals and not Polish.	Avoid Polish
P.3	I try to stay as far as possible from Poles when I'm abroad. To avoid doing the Polish things when I'm abroad. I try to be the best ambassador to my country when I'm abroad but I will avoid tour operators operated by Polish.	Avoid Polish
P.4	No. I don't care. It's not a criteria in making decision. I think before we travel, we already research enough to know the basic things that we want to see and need at the destination, that we feel confident enough without any help from another Polish in a foreign country.	No Polish
P.5	No. Especially when it comes to food, when we are in a foreign country, we prefer if the person that cooks our food is not Polish.	No Polish
P.6	It doesn't matter.	No preference
P.7	In Jordan it was their country regulation to have a local guide. So we have the Polish guide and the local guide. But normally I would do the sightseeing myself. I rarely use some operators.	None
P.8	No. When I'm abroad I don't like to see people from my country. Why? A couple of years ago, I organize a trip with maybe 10-15 people to New York. I take them to all the different places and to try different food, international food, like Chinese food in Chinatown, Korean food. And at the last day, they ask me if I can take them to a Polish restaurant because they want to eat Polish food. They ordered Polish beer, speak Polish to the waiter. They were very happy. I realize that there are people like that, but I'm not.	Avoid Polish
P.9	No. I don't think it matters. But it is nice to be surprised. Like if by chance I pick a local guide in a foreign country and it turns out they are Polish, it would be a nice surprise. I'm not changing the country to meet Polish people.	No preference - But happy to see Polish guide
P.10	Not interested going with Polish operators.	Avoid Polish
P.11	I prefer local operators. I think they can show you the real situation. In general I will go with locals.	Locals

5.3 Participants' response on whether they choose attractions for the sustainability service they offer, and if they will be influenced by attractions' advertising on sustainability.

Australians: On choosing attractions for its sustainability			Swayed by advertising on sustainability	
Code:	Yes	No	Yes	No
A.1		No. I am skeptical about it.		I will look at their prices and other things but it would not be because they say they are sustainable.
A.2		No because I don't do day tours. It is also a buzz word now compare to when I did a lot of my overseas travel.	But it would be something that I look into. Like if there are two similar options and one says it is sustainable, I would probably go with the sustainable one.	
A.3		No. But like I have stayed in like sustainable, like acre lodges and things like that. But that's mainly because I'm going on a nature holiday, out of the city and like into nature. And I'm like, that's the point of the holiday so I seek it out. But not when I'm like going to a like a metro city. I never really thought about it.	n/a	n/a
A.4		I don't think I have seen anything like that.		If I do see something like that, I would most likely go just to proof my cynicism correct.
A.5	Yes. In Sri lanka.		Yes	
A.6	I'm also interested when we talk about the types of sustainability. I'm really interested in people. And so I would definitely go for a tour operator that I thought was paying the local people properly and giving back to the local community. I was always really interested to make sure that as we went on it seemed to me that they were giving back for their local communities, and we didn't always go for the cheaper ones, cause I am mindful that local people are being paid properly paid and their local communities are benefiting from tourists coming there. Not just multinational companies. But it's probably like 4 or 5 on my list of the reasons why I would use that company or that tour guide. But certainly I'll be thinking about it. Cost isn't a priority anymore. It used to. But now I don't have to go for the very cheapest one.		Yes	

Australians: On choosing attractions for its sustainability			Swayed by advertising on sustainability	
Code:	Yes	No	Yes	No
A.7		Probably not. Not really sustainability, more like the animal friendly. Wouldn't really call them environmentally sustainable or friendly.	I would probably respect the service a lot more because they are taking that extra step. I won't have high expectations but probably just already start off on a good foot.	
A.8		The countries that I travelled to are like developing countries. I think they are more like in mainstream countries that would do that. Like that's their point of difference. But the countries that I go to it tends to be just survival. I think they just wanting to get business regardless of how it happens. I think it's probably not their main focus on how they get the business, and I think it's probably not where they sort of put their money or focus.	But if I come across something that interest me and I wanted to go, and it was a choice between something that was sustainable versus something that wasn't, and they were of comparable, you know, prices and same offers. Then, yeah, I definitely, even if there are a few bucks more, I'd definitely go with the one that was more sustainable.	
A.9		Maybe the trip in New Zealand I was more conscious of it because we were doing something that doesn't have any pollution offset. We were on a paddle board most of the time. We were supposed to paddle 10 kms to an island and stay there for a few days and then do some day trips. But that didn't work out. I do kind of think the type of sport that I love is better for the environment. But I've not chosen a holiday for those reasons that's not been my criteria. No. I'm sorry. (Interviewer: You don't need to apologize). I feel bad.	Well I have, but I always think they're too expensive, and I probably haven't gone. But now that you've mentioned it I think I might.	
A.10		Maybe once when we were in Hawaii. We went on a day trip with a local tour operator on a boat. They spruce themselves as being of the local community and that they are the custodians of the local marine environment, and also the local cultural history and heritage. But that wasn't the primary reason we went with them. We knew about all this during the trip. So that was a nice thing to know.	Yes, it would have. But I've just never seen it to be honest. In most of the holidays that I've planned, I've just never really seen it pop up.	
A.11		No. It's just not a deciding point.	Maybe after this [interview] with you. But not at the moment	

Indonesians: On choosing attractions for its sustainability		Swayed by advertising on sustainability	
Code:	Yes	No	No
I.1		No. I have never seen anything like that.	But if I have 2 choices of the same things to do, I would prefer that.
I.2		(Unclear answer)	n/a
I.3	I have. It was in Ubud. They have a coffee plantation that they say they grow it sustainably.		Yes
I.4	Always. I always look for this kind of things. Like in Bali, I look at places that are similar to ours so I can learn from them. But sometimes they just put the label so people come. So we need a bit of research for that.		Yes
I.5	I have. One time I joined a tour that takes us to plant mangroves in Surabaya. I don't know what happen to it now though. It was the national hero day and we were like the hero for the environment something like that.		Yes
I.6	Especially in Dubai, we choose tour operators specifically because they show on their advertising their knowledge about sustainability practice and things like that. So we actually compare several tour operators and we like the one that we choose because they said these things about sustainability.		Yes
I.7	There's a lot that claims (sustainable) but they are not very well executed. So I am very picky about this. For example in Sembalun with the glamping areas. People would go there and bring their own food and rubbish, and not enriching the locals and they just leave their rubbish there. So I don't think that is really eco tourism.		Yes
I.8		I don't think so. It has never been my consideration though. And I've never really seen any.	Of course if I see one, I'll consider it.
I.9		No. Just never cross my mind.	I would be sceptical.
I.10	I do. There is this place that is a waste bank where they educate people on how they can upcycle their waste. They make wallets from used tire and sell them for 200k rupiah.		Yes
I.11		Not really. I have been to attractions that offer sustainability or eco friendly, but it wasn't my decision. Normally we would go to places that the kids can enjoy.	Depends on other things really.

Polish: On choosing attractions for its sustainability			Swayed by advertising on sustainability	
Code:	Yes	No	Yes	No
P.1		I don't remember ever seeing any information about sustainability. In my experience this never happened.	It wouldn't be the main reason to go. If there are several attractions and one of them offer environmentally friendly service, I would chose that one.	
P.2		I've never seen any offer like this.	I think it's not the main issue. If there are two options with one saying they are sustainable, I would go with that one.	
P.3		Not that I'm aware off.	That would be something for me to go to.	
P.4		I don't think about this.		Maybe. I'm not sure.
P.5		Not really.		Depends. It's not the deciding factor.
P.6		No. I haven't seen any offer like this. Maybe when I look for attractions, I don't care if they are sustainable or not. Like if I go to museums. But in Barcelona, I did go to this new library that is actually sustainable. But I didn't go there because of this reason but because somebody said it's a nice place to visit. Subconsciously I tend to visit places that are sustainable but I only discover this after the fact. I don't make it a point to find places to visit that are sustainable, or that maybe they just don't advertise this point. It's another thing if we go to the nature. We do try to find a place that is not over crowded for example. But again in the city center just because there are a lot more people at the attraction doesn't mean that they are not sustainable, right?		I don't make it a point to find places to visit that are sustainable, or that maybe they just don't advertise this point.
P.7		No. I never check it and don't think about it. I didn't focus on that.		Not my priority.
P.8		I don't care about these things. What is the point if they say they are environmentally friendly but they don't give good service. But if they have good review and they also happen to be environmentally friendly, that's great. I would be more inclined to give good opinion too.		What is more important for me is good opinion.
P.9		No.		No.
P.10		Never.		Sustainability is a secondary option. I appreciate it but it's not the determining factor for me.
P.11		I have never been in that situation.	I think I would.	

Appendix 6: Food and Beverages Domain

Participants' response on where they eat local food and their motivations.

Australians				
Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
A.1	Yes.	Everyday. 3 times a day	We will try to. We will see where there's a lot of locals go to eat. It might be grotty but delicious. (LOCALS)	New experiences. Cheaper. No McDs.
A.2	Yes.	n/a	Yes. We go to places where the locals go to. (LOCALS)	Because that's where the best food is. You expand your knowledge and understanding and respect for other cultures . When you try their food and understand why they eat certain things.
A.3	Yes. I was a vegan because of environmental purposes, I'm not morally opposed to eating an animal. Even when I was vegan, if I was traveling, I would like be lenient cause I wanna try the local food so like I'd ate like a goat stew or something like that. So my thinking is like, I come all this way to this country and I need to experience their culture. I'm gonna eat meat and meat products but like in a small amount in the scale of things.	Like 90% of the time.	I prefer to go like, say, where, the authentic locals, where they actually eat. (LOCALS)	Experiencing the culture and the authenticity of it. I think in Australia we have quite good food, and we have quite multicultural food. So we're a bit spoilt. So if I'm going overseas I want to try the authentic food .
A.4	Yes.	All the time	Yes. (LOCALS)	Sucking the marrow out of life. Just enjoying it. Trying new things. It's an adventure. And because we go to where the locals eat, most of the time they don't have English menu so that's an adventure .

Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
A.5	Yes.	Every day breakfast, lunch and dinner.	Definitely. (LOCALS)	To try different things, to learn different ways of eating. It's an adventure . The look, the smell. I would read up about the food in the area if we are travelling to some place relatively different to Australia.
A.6	I have a microbiology degree, so I am always a little bit conscious of the safety of the food that I'm eating and I am allergic to fish. So I have to be a little bit careful about that. Food is not the thing that I travel for. So I will definitely eat the local food. But I'm not that keen on things like frogs legs, and snake and all that sort of stuff.		I have brothers and sisters who've lived overseas for years at a time, and they had all said to me, the tourist places are not the best places to eat. So Tripadvisor was pretty good for that sort of stuff. You know it would tell you out of the way restaurants. So I was happy to wander around and go to the place where it looks like locals were eating. (LOCALS)	I'm just not a foodie. It's not my thing. I'm happy to eat local food. But I'll probably look for food because I'm hungry. Because I've put in 30,000 steps that day. Really most of the time I was just so happy just sitting looking at all the people and listening to all the accents.
A.7	Sort of.	Maybe once every 2 days. We would eat Western food mainly. But I still love going to local things.	A bit of both. We'll go to where our driver would recommend us. He probably wouldn't eat there himself but he takes a lot of people there.	I think it's cool eating things that I can't get in Australia.

Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
A.8	I have celiac so I can't eat gluten. So it does limit the options.		Going to the markets and getting food was high on my list of things to do. I got right into their way of cooking and way of life like at home. (LOCALS)	I just think if you don't try it, you don't know if you're gonna like it. I just think it's always good to try something new. You know whether that's beer cockroaches in Rwanda instead of nuts that go with the rice banana whisky after we'd gone up and seen the gorillas. You've always got to just experience the local delicacies.
A.9	If I can, yes, absolutely. Like if I'm at a coastal area, and they have seafood there, I'd be eating fish and not chicken because I think the fish will be fresher. I always like going to the local wineries too. Like I'm not going to Mcdonald's during the holidays.	At least once a day.	It's not gonna be greasy spoon. I'm a bit particular about where I'm going to eat. I think it's gonna be high end tourist venue . Sometimes, if the locals are there you know you're going to get good food. I probably should test more local places more often. But maybe. I don't want to get Bali belly, not that I want to go there anyway. I have no intention of going to Bali. Too many Australians.	An experience. And to stimulate the local economy .
A.10	Yes.	Three meals a day we'll be eating local food.	We'll try to eat where the local would eat. (LOCALS)	Authenticity and quality.
A.11	Yes.	Daily	I'll go where the driver is eating. (LOCALS)	Part of the journey, the experience.

Indonesians				
Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
I.1	I do.	But maybe 50 50.	I have to go to Asian restaurants whenever I travel. I need to eat something with a lot of spices. I've been to many European countries and their food is all the same to me. (ASIAN FOOD)	I want to try new things. Taste new things if I can eat it. I will probably eat more popular wellknown cuisine. I will eat something that peaked my curiosity like a green soup as long as it looks edible.
I.2	Yes. Something new is better.		The hotel that we stayed in are halal hotels so they only serve halal food. The restaurants that we go to visit are also only halal restaurants. (HALAL)	In Japan, it is very difficult to find halal food. So as long as it doesn't conflict with our religious values, we would like to try new things.
I.3	I do.	Daily. Usually for lunch and dinner. Until I feel something in my stomach and then I will just try something familiar.	I go to both because I know in the tourist place, most of the time it is more agreeable with our stomach but also I would go where the locals eat too. (BOTH)	Trying new food and the authentic food . Like I would eat Tom Yum in Indonesia, but when I go to Thailand, I want to try the authentic tom yum there.
I.4	If it's a short time, I would try the local food but if I'm not satisfied, I will find something else that I am familiar with to fill me up.	At least once a day, I would eat the local food.	I go to the cheap and local places. I prefer not to go to the tourist place because the taste can be very different from the real local food. Google map can really help with this (LOCALS) .	
I.5	Very much. I think it is important to consume the local food and taste the authenticity of the food there because it is most of the time very different.	Daily. Breakfast, lunch and dinner.	I will check with google map and see the reviews . I am attracted to small hide out places with a lot of local people. One time I read a magazine about this place in Manado and they served authentic Manado dishes. The food that they serve looks exactly like the ones on the magazine. And the taste was amazing. The place was up on the mountain some where. We went all the way there. (LOCALS)	The experience and sensation. Also to see if the review that I see on social media is true.

Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
I.6	Yes. We will try to find the local food.		We don't really go to the local local. Because we don't want to get stomach ache. But we look at reviews and go to places that is representable and clean and authentic. (NOT VERY LOCAL)	Part of the holiday is to understand the culture. Like in Italy, they eat all kind of fish. So even if we do not like anchovies that much, we will try it. Well I like it, but Martin doesn't.
I.7	Of course. I always find something authentic.	I would say 90 percent of the time. But if it is for a long time I will need my rice.	Yes, I do. It is important for me to taste the original food. Like when I was in Poland, I ask for the most local food and they give me duck liver. And that wasn't good. (LOCALS)	Helping out local people. And I think the taste tends to be better and original. But I am a bit picky though so I will just stay on the normal protein.
I.8	First I think if it's halal. But I'm not really strict. Like in Hong Kong it's very hard to find a halal restaurant. So I would just eat anything as long as it's not pork.	Basically all the time.	When I was in Malaysia, I never go to fast food places or look for Indonesian food. I always eat Malay food. (LOCALS)	You go to a place to experience new things. Why you should find what you would eat everyday at home?
I.9	I would. But eating the same thing would make me sick and it will put me off from eating it my entire life. Like when I was in Italy. My option was just pizza or pasta. It made me sick. But it's a different case when I go to Asian countries.			I'm not very adventurous when it comes to food. Because I have religious restriction on what I can consume. I am also very picky eater. I don't like raw food either. So I guess I will eat whatever looks good for me.
I.10	Sometimes.		I would ask the locals where they would eat for sure to find the most authentic place to eat. When people recommend that I eat something that is original from that place, I would first google it and see if I can eat it or not. (LOCALS)	I like to try the authentic food at the place I visit.

Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
I.11	Yes.	Most of the time when we are in Indonesia. But when we were in England, normally we would bring something from home.	We normally just decide on the spot what to eat. Normally what is nearby at the moment. If they happen to have special local dish on the menu, we would order that. (UNPLANNED)	

Polish				
Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
P.1	Only. Maybe that's too strong a statement because I am vegetarian and sometimes it's hard to find something that I can eat so I will only eat french fries.		Yes. The more local, there more I will go there. (LOCALS)	To learn the local culture. Usually it's more tasty and fresh. And cheaper. All possible benefits.
P.2	Always.	Every day.	Yes. I would go to the local warung in Indonesia. (LOCALS)	We are interested in people, in their food and culture. So this is part of the discovery.
P.3	Definetely yes.	All the time.	Every day. Three times a day. If the place is packed with local people the better. (LOCALS)	Getting to know the local culture, curiosity. How they eat the food with hands or chopsticks.
P.4	Always.		The only thing that I would be worried about is sanitary. I wouldn't eat raw food just anywhere in Poland. But if I go to Japan and in a nice restaurant, I will eat sushi. (MAYBE)	Curiosity, experimentation, spices, and knowing the culture
P.5	Always.		We don't like going to posh restaurants. (LOCALS)	We are not scared to try different food although we haven't been to countries that have very different food either. We had bugs.

Code:	Eat local food	How often?	Do you eat where the locals eat?	Motivations
P.6	Yes.	Once a day. We would buy local food and prepare them at the apartment.	We try. We like street markets, where local people prepare the food. But I haven't been to very exotic places. In Europe it is much easier to find local food and they are not that much different. (LOCALS)	Part of the experience. How they eat, how they organize the time to eat. I'm also interested in cooking.
P.7	Mostly local food.	Very often. But I don't like Indian food.	Yes. I think it's important. I try to count how many locals are in the restaurant. (LOCALS)	To know local kitchen. Cultural experience. To know different spices
P.8	Always. I like to try things that I don't know.	Lunch and dinner mainly.	Yes. Especially in Georgia. It can be a big experience eating with locals. (LOCALS)	
P.9	Yes. I wouldn't eat something extreme like insects. But I would try the local food.		Both	Curiosity
P.10	Of course.		Depends. I like to snack on the streets when I'm in Asia. In New York, I would eat at McD because they don't have particular cuisine in the USA. I'm not a fan of eating McD in Asia. But sometimes you have to. If the food is too spicy, our children will have to eat at McD. But otherwise we eat where the locals eat. (DEPENDS)	Taste and new experience. But in moderation.
P.11	Yes, mostly.	Like 70-80% during the stay.	I prefer to eat the local food that I probably don't eat at home in Poland. I avoid the tourist eating places. (LOCALS)	First because it's more exotic, and I want to try new things. Second, I want to try the local restaurants and support them financially. I feel better this way.

Appendix 7: Souvenirs Domain

Participants' response on purchasing locally made and environmentally friendly souvenirs.

Australians				
On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
A.1	I do read where they are made.			I'm more concern about it being practical cause I don't like to have to throw it out later.
A.2	Yes.		Yes.	
A.3	(Doesn't typically buy	n/a	n/a	n/a
A.4	Sometimes.			Can't say I've ever thought about that even once.
A.5	I'd be more likely to buy it if it was locally made. Like I bought handmade soaps and oils, I bought a pashmina in Nepal that was made there.		We do buy things that are made sustainably like when we went to a vineyard in Adelaide. We bought some wine and port that were made there.	
A.6	I've just got a few things, so I do buy things, but I'm much more interested in that bespoke sort of stuff that's handmade. That's special to the culture or special to the region.		I bought a purse that was hand woven by Buddhist monks somewhere. So I was wanting it to be handmade not commercially, supporting the local community. So I really did make an effort to try and find things that I thought had been made locally, I probably would never have checked if the ceramics were environmentally friendly. I would just have wanted them because it was locally made and not a mass produced trinket.	
A.7		Probably. We don't look at the label that closely.		Not really. Sometimes we ask how it's made. But not like super concerned.
A.8	Absolutely. I do go to like not your typical store but out of town local market type thing.			I probably never thought about that. I would buy quality over sustainability. I haven't thought about whether they are the same in some respects. But yeah. I'm not just gonna buy rubbish for the sake of it.

On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
A.9	Yeah, I would check. So I often like to buy street art work. I'd buy jewelry that match or would be something that I'd remember from the area. When I was in New Zealand, I was buying earrings for my daughter, and the the package said made in New Zealand. When I was in Vietnam we bought ceramics. We bought some lovely vases that seem to be authentic from a local shop.			
A.10	When I can.			n/a
A.11	Yes.			No. I buy it because the locals are telling me too. Like I would buy a chopsticks that are made out of rare wood or something.

Indonesians				
On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
I.1		I never really look at where they are made actually. I always assume that they are locally made. Is it possible that they are made in China?		Not really.
I.2		I don't actually. One time I bought a souvenir in Japan but it turns out it is made in Indonesia.		No.
I.3	When it's available yes. Usually the postcards are locally printed. But obviously the preference is if it's locally made.			Not really. But if I know the product is sustainable, most probably I will buy that. Like a note book that is made out of recycling paper, I would buy that.

On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
I.4		I prefer to buy souvenirs that mean something for the people that I give them to. Like when I went to the Vatican, I buy rosary beads for my Catholic friends. I know they appreciate that a lot. But because I also go to very touristic places, many of the souvenirs are probably mass produced somewhere else.		Sometimes when I travel I would buy a fridge magnet and I think one or two is okay. But then you travel a lot more, and it just becomes unsustainable to buy these things all the time.
I.5	I do. Most of the time I would buy small things like keychains that are made out of wood .			
I.6	We would read where it is made. Like the olive oils. We make sure that it is locally made .		In my mind, when people produce food or things traditionally, it would normally be environmentally friendly.	
I.7	I have the habit of turning over the items I want to buy to check where it is made. I was so disappointed when I was in Europe and I wanted to buy a bag for my mom but most of them were made in China. But I found one that was made in Germany so I got her that.		I guess the range of souvenirs that we see abroad is not really sustainable unless they are made out of ceramic. I was swayed on shoes that they claim to be made 50 percent out of recycable materials. But in Indonesia like in Lombok and Yogya, they have a lot more wooden or coconut souvenirs .	
I.8		Not really. Keychains and things like that could be made in China. I never ask where it is made anyway.		Not really.
I.9	(Doesn't buy souvenirs)	n/a	n/a	n/a

On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
I.10		Not really. As long as it has the name of the destination on it, I would buy it. I know they would probably be made in Java for example.	I would prefer wooden made keychains not because I think it is more sustainable than the plastic ones. But because the aesthetic .	
I.11		I just assume they are locally made. But I never really ask.	Normally I would look at the material if it was made out of plant based things . I feel they would be environmentally friendly. But my initial reaction is this thing is creative. In England I do think if the tshirt that I buy is made by companies that don't employ underage workers.	

Polish				
On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
P.1	Yes. If it's possible to know if it's locally made, I would prefer that. I know some of the small things maybe globally made.			It's not my criteria.
P.2	Yes. We would make sure it is not made in China. We would buy snacks to share with friends here so they know what we had during the holiday.		I don't really know if something is really eco but I can see from the material that it is made of something natural , for example. In Indonesia I always buy coffee from the plantation. Not from the shops.	
P.3	n/a	n/a		
P.4	Yes. We always check where it is made. If it's made in China, we don't buy it.		We don't buy plastic stuff.	
P.5	n/a	n/a	At least now the kids are not asking for toys anymore. And we take them to places that they can collect shells or rocks and take that as their souvenir. (IS THIS HARMFUL?)	

On purchasing locally made souvenirs:			On purchasing environmentally friendly souvenirs:	
Code:	Yes	No	Yes	No
P.6	Yes. I would buy something that is at least made in that country. Or buy something that you can't find in Poland.			Not really.
P.7	I do try to find them. You can check it.		Maybe a little bit. Like I don't buy souvenir that are connected with the animal. I think just thinking that it's not Chinese made product, already helps.	
P.8		Most of the things are all made in China now. You buy something that you think it's local, but then the next day the local tells you that that is made in China.	If they have some mark, brown paper, or the logo that it is recyclable material, than it would justify for the higher price for me.	
P.9		No.		No
P.10		Sometimes you have limited space in your luggage so you have to buy small things. But normally they are made in China. I was in Kuwait and everything is made in China.	Sometimes I buy small items that are made of natural materials like wood and leaf, but this is not available everywhere. I would prefer these kind of things than the Chinese magnets.	
P.11		In many places it's hard to find these things. I think some parts are still made somewhere else like in China.		Normally I don't check this information.

7.2 Participants' response on where they buy souvenirs from; and if they trust the local vendor.

Australians		
Code:	Where do you buy your souvenirs from?	Do you trust the local vendor?
A.1	Depends where I am. I would buy from people selling on the streets. Where ever we can find them.	I do not. I will ask around and go elsewhere to bargain.
A.2	Local market. I don't understand people travelling overseas just to go to department stores. I prefer to go to small shops that are not anywhere else.	No. I know sometimes they have different price for white tourist like myself. I also know that in some places it is customary to haggle and that is part of the culture too.
A.3	n/a	n/a
A.4	n/a	n/a
A.5	Where ever they sell souvenirs from. It could be the street, it could be the shop. It doesn't matter to me.	I definitely feel that there's a tourist price and then a local price. In some places, I mean. But I'm okay with that. I expect it.
A.6	n/a	n/a
A.7	I go to the street vendors and bargain.	Half and half. You expect to bargain on the prices, though. And when you know it's part of the culture. When you know what the rules are, then, yeah, you bargain away.
A.8	I do go to like not your typical store but out of town local market type thing.	I don't think either party trust each other but as I said it's a game that you play. I think it's based on each side knows the rules. You know you can afford it, they know you can afford it, but you both know that you're not going to pay the top dollar because they can go down the street and buy pineapples for a cent, whereas you have to go down the street and buy a pineapple for 2 dollars. So you both know the value of money and you just gotta play the game. I don't think it's a trust thing.
A.9	I avoid the mass tourist shop. I prefer unique shops, boutique shops that are local. And if there is somebody that is in the store that appears to be local, says they're local, it's even better. Up in Hanoi, where I bought some ceramics there was a young woman there who was a student, and she was local, and she could explain the products and the designs on them. So that made it a little bit more special. Yeah.	(see before)

Appendix 8: Obtaining Environmental Knowledge

8.1 Participants' response on how they obtained their knowledge on pro-environmental actions.

Australians	
Code:	How did you obtain your knowledge on pro-environmental actions?
A.1	As I am getting older, I see things. Hear people's new ideas, and how we can look after the environment. And spend a lot of time out on the ocean so I think about how we can do something to care for this place. We were taught very young to care in terms of put your rubbish in the bin. Don't leave that rubbish lying around. When you go walking, pick it up and take it with you. My grandmother always told me cleanliness is next to godliness.
A.2	I recently gave up living in a city and corporate life to come and live on 50 acres of land in Tasmania. Now we are duck farmers. We farm our ducks in a very humane way. So most poultry is farmed in factory farms, and we actually farm our ducks on pasture and let them have good life. So, moving down here and moving away from the city, you have to learn a lot more. I'm probably a 5. You have to learn a lot more about the land and the environment in which you live. That there are finite resources that you can't just like waste it. We're off grid when it comes to electricity. We have our own water. So we have to use our own water. We use solar energy down here. We come off the grid for a little bit, and we grow a lot of our own food. We milk our own cow. We do a lot of those things on our own down here. I don't think people are connected enough to know where their food is actually grown or how it gets to them. I don't think people understand the value of water, and how it doesn't just come out of a tap that it has to come from somewhere. So I guess I have this knowledge because it's my career. Now, it's my business. And it's just how I live.
A.3	Reading news article, reading scientific papers, and having conversations with peers and friends
A.4	I was a high school teacher. I taught Social Education. We had a big environmental program. I was a jigs coordinator doing lots of camping with kids. So I was an outdoor education teacher, and now I happened to run an Eco trail business.
A.5	Practice. I listen to a lot of podcasts and watch documentaries about regenerative farming, for example, and climate change actions. I subscribe to conservation magazines. Try to contribute to a better world in terms of reducing the impacts of non renewal. You know greenhouse gases and to gain some understanding of green technologies. That sort of a thing.
A.6	I teach English at TAFE now to migrants and part of my study looked at a little bit of that stuff, plus I read a lot and then I think, just generally stuff that pops up on Facebook. I think if you click on those sort of things then more of those things pop up in your feed, so I think probably from Social media too. I do read a lot and watch a lot of sort of documentaries and things on TV. So I have a sister in law who works for the council and community planning and environmental sustainability. So I think I pick up a little bit from that. And again, I think because I live on the Sunshine Coast. You know, we have a lot more people here now. We're the number one destination at the moment for people moving from other parts of Australia, especially since Covid. Cause we didn't have many lockdowns here, and a lot of people moved from big cities. So I certainly noticed the environmental impacts of so many people coming to live here. So it just makes you a little bit more aware. And thinking about, how do we cope with so many cars on the roads, and what are the best public transport options? Because there are so many environmental impacts of so many people coming here. So I think I've picked up the knowledge because all of those things have contributed to me being interested in it. I think so.
A.7	From Instagram friends. Even my company that I work for and videos. People sharing their knowledge, I guess, and conversations.

A.8	Basically just through I guess social media and also through, I guess just general knowledge based on interest . I guess learned behaviour . I've got 3 kids. I'd want to do the best for the planet. So you want to make the place a good place for them long term. I guess it's one of those situations where because they are gonna be around for a lot longer than I am. You can't deny it. It's one of those situations that you sort of you gotta make changes to be the best person and the best role model for them. So there's a lot of crap out there that sort of educates our kids to sort of suggest that climate change is not happening. But it is. ... I don't think I got that from my schooling or uni. It's more like a need and not being taught. It's more external education . More from social interaction, and community . And since I have the ability to check news facts vs hoax, I can check what is the real thing.
A.9	I suppose social media and the news . And listening to friends. Just the noise around you. But I don't get this from my kids. My children care more about other things than the environment. They're not Greta Thunberg. She would not like them. Nothing much from when I was at school either.
A.10	Through news, I guess, especially through local news channels like ABC . In terms of through my formal education, I'd say no . Very little has come directly through those avenues to be honest.
A.11	Through work and personal interest. Googling .
Indonesians	
Code:	How did you obtain your knowledge on pro-environmental actions?
I.1	I watch documentaries on environment, I saw ads in Youtube about how to sustain the environment and on stainless steel products too. Also seeing from daily life when I go to the café and they don't use plastic straws anymore for example.
I.2	I did some research on a small island in West Nusa Tenggara. It's the only island that is considered as a village. We have this kind of activity of sustainable tourism there. Actually we want to develop this island into Halal tourism island.
I.3	From the social media, news . And a lot of campaign about living eco-friendly is very accessible by doing small things that can become a huge impact when everybody does it.
I.4	Yeah, because my field of work, one of my field of work is in foundation, that working together with a village on the environment. So I read some research , and it's theories. But mostly I read more for, like the practical things that people did and studied so that we can apply it in this village that we try to help. But more of the knowledge came from experience . And try, you know, try to do the things in the practical ways. Like trial and error. What people did in other places, and then we try to do in our place. So yeah, the knowledge came from mostly research. I mean a bit of theories. The social media also plays a huge role . Because of this, you know the algorithm, whenever I try to Google activities, it will also go by social media like Instagram or Tiktok . So sometimes when I scroll around in my Instagram or Tiktok, they just appear and I ended up watching them, and then learn when I don't really want to learn. I have to learn again because I'm in the algorithm. But it helps. Sometimes a good video came up and then, okay, this could be done.
I.5	Mostly internet. Social media, like X
I.6	Mostly from the internet , TV, seminars, posters, other peoples work.
I.7	From school . I was very privileged to go to school since elementary school that applied environmentally friendly concepts at school. Second of all is through practice . So I volunteer. I've volunteered since I was in primary school for environmental projects. And now, because I'm in a foundation after graduating and I am engaged with this at least, you know, every week.
I.8	By reading digital articles, social media .

I.9	Since I travel a lot during my spare time or even for work, I start to compare each place that I go to in terms of regulations, development, infrastructure. My recent trip to Amalfi, we had to pay tax to the local government. And it's to develop and maintain the local facilities. In comparison between Mayori and Napoli, it was huge. Mayori is very clean. And I think that tax is going towards that. Also outside or international bus companies cannot enter the region like flixbus. You have to use the local bus transport so they don't have to compete with the big cooperations. So I guess I learn about being environmentally friendly from my experiences travelling, the internet, also joining organisations during university years. I used to join international organisations on environment issues. I only started to learn about how to save the environment when I started university. My parents and community in the village that I grew up in in Lombok didn't teach me anything.
I.10	Mostly social media.
I.11	From discussions . My husband is part of this environmental group and they would go tree planting and beach clean up for example. So I learn from listening to their group of friends discussing what they should do.
Polish	
Code: How did you obtain your knowledge on pro-environmental actions?	
P.1	So because I am a scholar in management studies, I do a lot of research on corporate social responsibility which is obviously related to sustainable development goals. So I do a lot of literature reviews for my research and these things are related to sustainable development and sustainable tourism. The second source of knowledge would be different media . Because I read articles on internet , I watch documentaries, and listen to radios . I am very open to sustainable development and particularly environmental issues. So part of my knowledge comes from popular media .
P.2	O my goodness! In Poland you can get these knowledge from many ways. Of course there is some education, some social campaigns in national and media . Also through my previous work, because I used to work for regional authority. So a lot of programs, connected with environmental protection and also building resolute, resilient region were implemented through just observation through the really conscious person on this globe. So from every source, I think.
P.3	Many sources. Lectures, books, travel guides, internet .
P.4	From newspapers, radio broadcasts. Mostly from different media and social media as well.
P.5	From all sorts of media and maybe from some of my colleagues that are more knowledgeable than I am.
P.6	I'm not that interested in sustainable tourism. Also environmentally friendly things. But I do read about this online , I come across Instagrammers that talk about this. This is not my professional interest, but when it comes into my feed, I will read it. It's my personal interest and in my opinion we should be responsible and interested in it.
P.7	Not very knowledgeable.
P.8	Live. Experience . I'm not so young so I'm trying to know what's going on. Internet . Reading articles. Speaking to people. A lot of conversation. Base on what you experience and read.
P.9	From campaigns, internet , government campaigns. I made some news materials on the topic and ecology. Through work.
P.10	Through my professional study .
P.11	Reading papers. Not scientific papers but magazines . My favorite is NatGeo. I subscribe to the paper based. I don't get the info from social media. I would go to Google and actively googling the topic.

8.2 Participants' self-assessment on their knowledge and behaviour in pro-environmental action.

Australians		
Code:	How do you rate yourself on your knowledge of what environmentally friendly actions are on a scale of 1-5? 5 being very knowledgeable.	How do you rate yourself on your behaviour in being environmentally friendly on a scale of 1-5? 5 being very environmentally friendly.
A.1	3 to 4	That's a really good question. I'm only 2 because I'm too spoiled. I prefer my lifestyle.
A.2	3	4.5
A.3	3	3
A.4	3,5.	3
A.5	4	Probably 3. Because I still drive petrol vehicle.
A.6	4	3. I have an air conditioner. I travel overseas. I think all of those things affect the environment. Certainly I don't litter, but I eat meat, yes, so I try. But I think that just living in the current world means that we're impacting the environment.
A.7	3	3. I'm aware of it, and I do something, but I know I can improve so much more.
A.8	4	3,5. But varies greatly depending the time that I have. If I'm not sort of working full time under the pump, it would probably go higher. You know the knowledge is there, but the ability to do things as I want them to be done is time dependent.
A.9	3	3
A.10	2,5	2
A.11	3. But my practice is terrible	3
Indonesians		
Code:	How do you rate yourself on your knowledge of what environmentally friendly actions are on a scale of 1-5? 5 being very knowledgeable.	How do you rate yourself on your behaviour in being environmentally friendly on a scale of 1-5? 5 being very environmentally friendly.
I.1	2	4
I.2	4	4 or maybe 5.
I.3	4	3.5 to 4
I.4	4	3
I.5	2	3
I.6	3	It's really low now. Probably 2.5 because I still rely on plastic. I can't say no to the plastic.
I.7	3. I'm more confident in this.	4. I try. I think that I would rate myself very more practically than knowledgeably . And whenever people tell me things that I do not know, I appreciate it so much that I apply it a lot.
I.8	3	3. I still use plastic.
I.9	4	3
I.10	3	3

I.11	4	4. Because I only do the minimum like not to throw rubbish anywhere. I also separate my rubbish at home. I teach my kids to not throw their rubbish to the ground even if there is no rubbish bin and to put it in their pocket until they see a rubbish bin. Sometimes my son would see other people throwing their rubbish on the ground and he would say look at them, why can they throw their rubbish on the ground but I can't. I'm strict about this.
Polish		
Code:	How do you rate yourself on your knowledge of what environmentally friendly actions are on a scale of 1-5? 5 being very knowledgeable.	How do you rate yourself on your behaviour in being environmentally friendly on a scale of 1-5? 5 being very environmentally friendly.
P.1	4	Unfortunately 3. I do some environmentally good things but also not so good things. That's why I am a 3.
P.2	5. I think I'm quite conscious. Maybe this knowledge is not very scientific but I think I have pretty good knowledge.	So I think that the note should be between 4 and 5. Maybe I'm not perfect, but we are still, I mean as a family in our home we are still working on to be perfect. So I think 4 plus.
P.3	3-4. Not perfect but always trying to improve.	I'm trying to reach 5 but there's more room for improvement so I'm at 4.
P.4	4	Well, my dream is to be 5, but I think for this time I will rate myself 4.
P.5	3	4
P.6	3. In general terms I have knowledge of what they are. But I don't know if they have been made into action. Theoretically I know what should be done.	4
P.7	3	4
P.8	4	I try to always be 5. But you cannot focus your life only on that. So maybe 3 or 4. Better 4. Having a family also changes everything.
P.9	4	3
P.10	5	4
P.11	4	3

Appendix 9: Interview Questions

Introduction

Before we start, I would like to ask if you are ok with me recording this interview? You will remain anonymous and I won't be showing this video conversation with anybody else. I will be referring to the audio recording and transcript in my research paper without mentioning your name. Are you ok with this?

I am conducting a research on sustainable tourism and I will be asking you several questions on how and why you make certain decisions during your travel. This interview is divided into two segments. Please feel free to be as candid as possible. There is no right or wrong answer.

Some questions only require a YES or NO response, which I may then ask follow up questions based on your response. Some questions may sound repetitive but if you don't mind please answer them as the questions may refer to different segments or parts.

Please feel free to ask me questions if you don't understand my question and I will try my best to rephrase it.

Are you ready? Let's start. I will start the recording now.

Can you state your name and country of origin for the record please?

Interview questions:

No.	Part I: Knowledge on Sustainable Tourism
I.1	How would you rate yourself on your knowledge about sustainable tourism on a scale of 1-5? 5 being very knowledgeable. What do you know about it?
I.2	Are you familiar with the three-pillar concept of sustainable tourism?
I.3	How would you rate yourself on your <u>knowledge</u> of what environmentally friendly actions are on a scale of 1-5? 5 being very knowledgeable.
	1. How did you obtain this knowledge?
I.4	How would you rate yourself on your <u>behaviour</u> in being environmentally friendly on a scale of 1-5? 5 being very environmentally friendly.
	1. Can you tell me any environmentally friendly things you do at home?
	If ANY: These environmentally friendly things you do at home, are they like second nature to you now? Do you do it without thinking?
	2. Do you feel it is your responsibility to be environmentally friendly?
	3. Are you being environmentally friendly for the sake of future generation?
I.5	Is there pressure from your community at large or immediate groups to act environmentally friendly?
I.6	Where you are currently staying, is there a strict rules and regulations on how people should behave about waste management or on saving the environment?
	1. If YES, do you follow these rules and regulation precisely? a. How do you feel about them?

	2. If NO, would you follow these rules and regulations if they exist in your area?
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Section	Part II: Domains of sustainable tourism
II.1	<u>Travel</u>
	1. What motivates you to go on a trip?
	a. Does distance matter to you?
	2. When you decide to go on a trip, do you plan your own trip (A) or do you use travel agents (B) to plan for the whole trip like package travel?
	a. If A: Do you pre-book your accommodation and make prior arrangements for transportation or do you wait until you arrive at the destination and see what is on offer?
	b. Either A or B: Do you research the place(s) that you will visit prior to the trip?
	3. When you go on a trip, do you visit one destination only or several destinations during one trip?
	a. Planned itinerary?
	4. Do you travel in big groups or individually (with a partner or immediate family)?
	5. Have you ever decide to NOT go on a trip because of environmental concerns?
	a. If YES: Can you elaborate?
II.2	<u>Transportation</u>
	1. When you decide to travel, what motivates you in making choices for the mode of transportation to the destination?
	2. At the destination, what mode of transportation would you normally take? Why?
	3. If you have to fly to the destination, do you fly economy or first class? Why?
	4. If you fly, do you seek for direct flight or not? Why?
	a. If there is no direct flight, do you base your choices on price or duration?
	5. Are you concern about your carbon footprint when you travel? (A carbon footprint is the total amount of greenhouse gases (including carbon dioxide and methane) that are generated by our actions)
	a. If YES:
	i. Do you feel a sense of responsibility or maybe guilt on the carbon footprint that you produce while travelling?
	ii. Does this sense of responsibility or guilt deter you from travelling in the future?
	6. Have you ever purchase the carbon emission offset that some airlines offer?
	a. Why or Why not?

	7. What is your regular mode of transportation at home?
	a. If DON'T use Public Transportation: Why?
II.3	<u>Accommodation</u>
	1. When you are at a holiday destination, what kind of accommodation do you stay in most of the time?
	a. International chain hotels/ BnB/ homestay/ local hotels/ or with family and friends?
	2. (If you are not staying with family and friends) Do you use online booking apps (A) or travel agent services (B) to make your accommodation reservation?
	a. If A: What online booking apps do you normally use?
	b. If A or B: Do you look for accommodation that is certified as eco-friendly?
	c. What are your priorities when choosing accommodation?
	d. Does it matter to you if the owner of the accommodation is a foreigner or foreign entity? Or do you prefer if it is locally owned?
	3. When you are at the accommodation, do you behave the same way as you would at home? Why or why not?
	4. Have you ever stayed at an accommodation that request for you to place the towels on the floor if you want to replace it / changing bed sheets / or use keycard to turn the electricity in the room?
	a. If YES:
	i. What do you think about these efforts?
	ii. Do you follow these requests? Why or Why not?
	5. Have you ever demand or complained to the accommodation about negative environmental impacts that they might be making? (For example: once I complained to a hotel receptionist because the cleaning service kept replacing my towel with a new one even when I only used it once and had hanged it up to dry).
II.4	<u>Destination: refers to the country or area that you visit</u>
	1. How do you decide on where to go for a holiday? Is it a personal decision or group decision?
	2. Are you attracted to destinations that boost its sustainability, such as eco-tourism?
	3. "When in Rome, do as the Romans". When you are at a holiday destination that you know has more relaxed rules and regulations than your home country, do you apply the stricter rules that you are accustom to or do you "do as the Romans"?
II.5	<u>Tourist Attractions: refers to activities that you do at the destination</u>
	1. Would go to go to a tourist attraction ONLY because it was recommended to you by someone you trust or would you see an advertising and thought "let's risk it and go!"?

	2. Do you prefer to visit attractions or go with tour operator that is operated by people from your place of origin?
	a. If YES: Why?
	b. If NO: Why not?
	3. Have you ever chosen attractions or tour operators because they offer sustainability?
	a. If YES: Please elaborate.
	b. If NOT:
	i. Why not? Have you seen any?
	ii. If you see an advertising for a tourist attraction that claims to be sustainable or is environmentally friendly, would you be swayed to go?
II.6	<u>Food and Beverages</u>
	1. At the destination, do you consume local food and beverages?
	a. If YES:
	i. How often?
	ii. Do you go to where the locals eat?
	iii. What are your motivations for consuming local food and beverages? (Cultural experience / Excitement / Interpersonal relation / Sensory appeal / Health concerns / Price)
	2. Have you ever visited a destination for its local gastronomy? Culinary tourism.
II.7	a. If YES: Is the food very different from what you would normally cook/consume at home?
	<u>Souvenirs</u>
	1. Do you purchase souvenirs during your travels?
	a. If YES:
	i. What do you buy?
	ii. Do you make sure to buy locally made souvenirs?
	iii. Are you concern if the souvenir you want to purchase is a sustainable product or environmentally friendly?
	iv. Where would you buy the souvenirs from? (Souvenir shops/ the mall/ street vendors)
	v. Do you trust the local (street) vendors?
	b. If NO: Why not?
	2. Is it customary in your country or culture to give souvenirs from your travel to family, friends and work colleagues? Is it expected?

Appendix 10: Code book

<u>Actual Tourist Behaviour on Each Tourism Domain</u>			
No.	Topic	Code	Description
1.	Travel	Motivation to travel	Participant describes reasons and motivations to travel
		Distance travelled	Participant describes if and why distance travelled matters
		Travel agent vs personal arrangement	Participant describes if and why (or why not) he/she uses travel agent services
		Booking accommodations prior to travelling	Participant explain if and how he/she books for accommodation
		Conduct research prior to travelling	Participant detailed the level of research and what that entails prior to travelling
		Amount of destinations visited during one trip	Participant opined on the number of destinations visited during one trip
		Travel companions	Participant describes whom he/she would travel with
		Experience on cancelling a trip or negating a trip	Participant describes factors that affect his/her decision to cancel or negate a trip.
2.	Transportation	Preferred factors for choosing transportation	Participant explains his/her decision making choices on preferred factors in transportation
		Type of Class in flight	Participant describes his/her preference in flying Economy/ Business/ First class
		Carbon footprint	Participant describes if he/she is concern of his/her carbon footprint while travelling and sentiments
			For those that are concern with their carbon footprint, if has it deter them from travelling
		On purchasing carbon emission offset	Participant opined on purchasing carbon emission offset
3.	Accommodations	Types of accommodation	Participant describes his/her preferred types of accommodation
		Priorities in choosing accommodation	Participant describes his/her preferences in accommodation
		Ownership of the accommodation	Participant describe if the ownership (local or foreign) of the accommodation affect his/her decision making
		Consideration for eco-	Participant explains his/her decision

		certified accommodation	making in choosing accommodation based on eco-certification of the accommodation
		Behaviour at accommodations	Participant explains his/her behaviour at the accommodation in comparison to at home
		Hotels' eco-friendly efforts through informative requests and actions	Participant explains his/her opinion on the hotel requests to hang towels for more use and using keycards
4.	Destinations	Eco-tourism	Participant describes if he/she is attracted to destinations that boost sustainability, such as eco-tourism.
		"When in Rome, do as the Romans do"	Participant describes if and when he/she would 'do as the Romans' while at the destinations when 'the Romans' have lower standards than they are accustomed to.
5.	Tourist Attractions	Recommendations	Participant describe their decision making regarding recommendations of tourist attractions
		Operators	Participant describes his/her opinion on people (operators) from the same country or area as Participant operating attractions or tours
		Opting for an attraction based on sustainability	Participant clarifies if he/she have decided on attractions or tours because they offer sustainability
		Swayed by advertising on or promotion of sustainable services	If previously Participant have never seen advertisings on sustainable services or activities, he/she describes his/her attitude upon seeing one.
6.	Food and Beverages	Consumption of local cuisine	Participant describes their eating habits while at the destination
			Participant explains where and how they would go to eat
			Participant explains their motivations to eat local food
		Culinary tourism	Describe visiting a destination specifically for the cuisine.
		Distinctions in food consumption	Describe difference between food consumed at home and at destination
7.	Souvenirs	Purchasing souvenirs	Participant describes what they buy
			Confirms locally made items
			Confirms sustainability of the item
		Gifting souvenirs	Describes custom regarding gifting souvenirs in their home country

<u>Internal Factors</u>			
No.	Topic	Code	Description
1.	Emotions	Any emotions or feelings evoked by environmental concern	Participant expresses emotions of feelings when talking about responsibility towards the environment, if they care about the environment because of future generation, and the effect of travelling.
2.	Habits	A settled or regular tendency or practice.	Participant describes pro-environmental actions that they do automatically.
3.	Perceived consumer effectiveness	The personal belief that actions can contribute to the improvement of local economy and environment.	Participant's perception that their consumption can support the local economy.
4.	Perceived behavioural control	Consumer's perception of the ease or difficulty of performing the behaviour of interest.	How confident and at ease the participant is in describing pro-environmental actions
5.	Values and personal norms	Consumers' environmental; social; and ethical values; alongside their personal values like health and safety.	Participant describes willingness to sacrifice something for the good of the environment.
6.	Trust	An expectation or belief regarding the environmental impact of green products.	Participant describes if they trust a product or service that claims to be pro-environment
7.	Knowledge	Awareness of environmental issues had a positive impact on consumers' intentions and actual purchases of green products.	Describes a breath of knowledge on topics regarding the environment
8.	Other individual variables	Any life changing experience that affect their view on the environment	Describes an experience that has changed their view, behaviour or habit towards the environment
<u>External factors</u>			
No.	Topic	Code	Description
1.	Political and legal factors	Government policies and regulations	Describes any Government policies and regulation, or Government programs/systems that support the environment
2.	Economy factors	Macro Economy	Economic conditions and factors. Describes any macro level economy such as inflation rate, economic

			growth, and exchange rates that influence their sustainable behaviour.
3.	Social factors	Public announcements on environmental issues.	Describes any public announcements or efforts that may increase environmental awareness
4.	Technology factors	Technology	Describes any new technology that they use or prefer that are good for the environment
5.	Price	Price	Describes willingness to pay premium price on sustainable product and services
6.	Product/service availability	Availability of facilities	Describes facilities availability that assists pro-environmental behaviours
7.	Subjective norm/social norm and reference group	Social norms and reference groups	Describe any pressure or influence from peers on behaving sustainably, or socially accepted behaviour in support of sustainable behaviour
8.	Product attributes and quality	Sustainable attributes on products	Functionality (that fulfil personal needs and desires); sustainable characteristics and quality of products influence consumer green purchase behaviour.
9.	Store related attributes	Sustainable attributes on store services	Store services on sustainability that influence consumer green (purchase) behaviour.
10.	Brand image	Green brand image	Green brand image influence on purchase behaviour.
11.	Eco-labelling and certification	Eco-labelling and certification	Eco-labelling and certification influence consumer green purchasing behaviour and affect the local economy.
12.	Other situational variables	Any other variables that do not fall under variables above	Environmental infrastructure and services; regulatory laws; local environmental involvement by consumers; and exposure to environmental messages via media all influence pro-environmental consumer behaviour.

Abstract

Sustainable tourist behaviour is a rapidly growing field within sustainable tourism. Understanding what influences a tourist to behave sustainably is paramount in achieving and preserving a natural balance between Economic Sustainability, Social Sustainability and Environmental Sustainability as laid out under the Three-pillar concept. This study aims to understand what factors – internal and external – influence sustainable behaviour of tourists in tourist domains. Internal factors pertain to an individual decision maker and they influence the decision-making process of that person. There are eight variables under internal factors that are investigated in this study. External factors represent situational variables that influence individuals' decision to either motivate or deter them from making sustainable decisions. External factors are divided into macro-environment (PEST analysis) and micro-environment, consisting of 12 variables. These factors are analysed and determined to have influence or not on seven tourist domains, namely travel, transportation, accommodation, destination, tourist attractions, food and beverages, and souvenirs domain. This study applies qualitative method through online interviews with a semi-structured interview questions on a total of 33 participants from Australia, Indonesia, and Poland. This study further investigate if country of origin – Australia, Indonesia, and Poland – influence sustainable behaviour of tourists from those countries. The results of this study are robust, and contribute to the tourism literature in many aspects, specifically through the qualitative method findings as many researches in tourism focuses on quantitative method and thus forego the nuanced and rich tapestry of the human psyche. The study sheds new light on a complex structure of determinants influencing sustainable tourism behaviour.

Abstrakt

Zrównoważone zachowania turystów to szybko rozwijający się obszar w ramach zrównoważonej turystyki. Zrozumienie tego, co wpływa na zrównoważone zachowanie turystów, ma kluczowe znaczenie dla osiągnięcia i zachowania naturalnej równowagi między zrównoważonością ekonomiczną, społeczną i środowiskową, zgodnie z koncepcją trzech filarów zrównoważonego rozwoju. Niniejsze badanie ma na celu wyjaśnienie jakie czynniki – wewnętrzne i zewnętrzne – wpływają na zrównoważone zachowania turystów w domenach turystycznych. Czynniki wewnętrzne dotyczą jednostki i wpływają na proces podejmowania przez nią decyzji. W niniejszym badaniu poddano analizie osiem czynników wewnętrznych. Czynniki zewnętrzne reprezentują zmienne sytuacyjne, które wpływają na decyzje podejmowane przez jednostki, motywując je lub zniechęcając do podejmowania zrównoważonych decyzji. Czynniki zewnętrzne dzielą się na makrootoczenie i mikrootoczenie, dając w sumie 12 zmiennych. Czynniki te są analizowane i określane jako mające wpływ lub nie na siedem domen turystycznych, a mianowicie podróże, transport, zakwaterowanie, miejsce docelowe, atrakcje turystyczne, jedzenie i napoje oraz zakup pamiątek. W niniejszym badaniu zastosowano metodę jakościową w postaci częściowo strukturyzowanych wywiadów indywidualnych, które przeprowadzono łącznie z 33 rozmówcami z Australii, Indonezji i Polski. W tym badaniu zbadano także, czy kraj

pochodzenia – Australia, Indonezja i Polska – wpływa na zrównoważone zachowania turystów z tych krajów. Wyniki badania przyczyniają się do wzbogacenia literatury w wielu aspektach, w szczególności poprzez ustalenia dokonane dzięki metodzie jakościowej, ponieważ wiele badań w dziedzinie zarządzania w turystyce koncentruje się na metodzie ilościowej, a tym samym rezygnuje z niuansów i analizy bogatej tkanki ludzkiej psychiki. Badanie rzuca nowe światło na złożoną strukturę czynników wpływających na zrównoważone zachowania turystyczne.