



The Effect of Environmental Concern on The Intention to Participate in Green Tourism**

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Abstract

Environmental pollution has been increasing worldwide. This situation causes an increase in the level of concern for the environment in individuals. Therefore sustainability has become as important in the tourism sector as in other sectors. Changes have also begun to occur in the preferences of consumers who are sensitive to the environment. Thus, the purpose of this research was to examine how environmental concern influences one's perspective on green tourism as well as their desire to engage in such activities. To do this, 394 consumers from different provinces of Türkiye were surveyed using questionnaires. According to the structural equation modelling in this research, anxieties about the environment significantly influence one's outlook on ecotourism. A person's positive attitude about green tourism significantly influences their propensity to engage in green tourism. According to the process macro analysis, a high mediating function for attitude towards green tourism was found in the effect of environmental concern on intention to participate in green tourism, Researchers, policymakers, and the sector as a whole were all given suggestions based on the conclusions of this study.

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INTRODUCTION

Concerns about the environment and the way people live have changed people's lifestyles and, in turn, their spending habits in response to these pressing issues. According to Sultana et al. (2022), consumers are increasingly inclined to support businesses that demonstrate strong dedication to incorporating environmentally friendly practices into their operations. Consumers are starting to prioritize more ecologically friendly solutions over regular purchases as their concern for the environment increases. The study of environmental issues has recently grown in popularity and interest. One of the many growing environmental issues in the last several years is the shift in customer behaviour towards environmentally friendly items. According to Bulut et al. (2021), this viewpoint has sparked green consciousness that aims to prevent additional harm to the environment. The same mindset has begun to be applied to the tourism industry. This is because of the recent growth and diversification of tourism, making it one of the fastest-expanding economic sectors globally. The sector's dynamics have positioned it as a significant catalyst for global socioeconomic advancement, accounting for over 10 per cent of the gross domestic product in all nations. Undoubtedly, the tourism sector is gaining significant influence as an economic powerhouse and is recognized as a valuable tool for growth (Abdou et al., 2020). The importance of environmental standards in the tourist and hospitality sectors has grown because of the rapid development of this industry. Maintaining a pristine natural setting is crucial for the prosperity of the hotel and tourist industries (Manaktola & Jauhari, 2007). Considering this, a growing number of hotels and other hospitality businesses are promoting eco-friendly practices and helping their clients feel more responsible for making environmentally conscious purchases (Han et al., 2020).

There is a lot of pressure on hotels to implement eco-friendly policies to satisfy customer demands and expectations in this area. Guests are increasingly looking for eco-friendly hotels that do their part to protect the planet (Abdou et al., 2022:). Global consumers are becoming cognizant of the hospitality industry's disproportionate contribution to trash and environmental degradation, and they are clearly favouring hotels that take environmental responsibility seriously by adopting green practices (Sultana et al., 2022:).

Over thousands of years, humans have exerted a great deal of influence on the Earth's biosphere. In recent times, the detrimental consequences of human behaviour have become apparent in all corners of the globe. One of the largest industries in the world, the hotel industry, is a major cause of these issues. Hotels use a lot of water and power when it comes to the tourist and hospitality businesses as a whole. Hotels pose a significant environmental problem because they consume large amounts of energy and resources daily (Hashish et al., 2022).

As can be understood from these explanations, green tourism is an important issue. Green tourism promotes responsible and sustainable travel practices that benefit the environment, local communities, and long-term sustainability of tourist destinations. It also responds to changes in consumer preferences and contributes to global environmental protection goals. Furthermore, investigating the impact of environmental concerns on green tourism is crucial for guiding decision-making, adapting to market trends, implementing effective policies, and ultimately ensuring that tourism practices are in line with sustainable principles. This benefits businesses, destinations, and the environment. Therefore, this study analyses the effect of environmental concern on attitudes towards green tourism and the intention to participate in green tourism.

2. THEORETICAL FRAMEWORK

2.1. Concept of Environmental Concern

People are currently confronted with numerous environmental difficulties, such as the diminishing supply of natural resources, contamination of air and water, and the increasing risk of climate change caused by people (Qiao & Doewell, 2022). The Earth's natural resources are under increasing strain due to rising populations and economies. As the global population and economic output continue to rise at an alarming rate, a myriad of environmental problems have grown in severity. These include climate change, energy depletion, water pollution, biodiversity and land use, chemicals, heavy metals and toxins, air pollution, waste management, ozone depletion, oceans and fisheries, and deforestation (Thieme et al., 2015). In recent years, there has been a dramatic worsening of global environmental concerns including CO₂ emissions, biodiversity loss, and severe climate change. The field of environmental psychology has the potential to contribute significantly to the fight against climate change by illuminating key elements linked to environmentally conscious actions. Environmental concern is a key component that leads to environmentally conscious behaviours; thus environmental psychology studies it extensively (Lou & Li, 2021).

One of the earliest conceptual words used in environmental issue research was the characterization of ecologically responsible behaviours. According to Sultana et al. (2022), being environmentally concerned means paying close attention to, and being sensitive to, environmental issues. According to Fujii (2006), when people are concerned about the environment, they feel obligated to do something, which in turn makes them feel that they have a personal norm or moral obligation to do. According to Chang et al. (2022), environmental concern is the degree to which people are cognizant of and affected by environmental issues.

Lee et al. (2014) also described it as an overarching perspective on environmental issues that reveals how worried consumers are about potential dangers to the planet. When things happen that harm the environment, whether through human actions or not, it is called environmental concern (Goethals & Zieglmayer, 2023). Awareness of environmental challenges and support for efforts to resolve them are indicators of environmental concerns (Paul et al., 2016).

An individual's degree of ecological awareness and willingness to help alleviate or eradicate ecological challenges can be defined as their level of concern for the environment. Everyone agrees that caring for the environment influences people's actions in this area. Environmentally conscious actions encompass a wide spectrum, from reducing energy consumption to recycling and buying locally (Mukherjee & Chandra, 2022). Concerns about the environment tend to heighten an individual's emotional reactions to environmental problems. Furthermore, it is a subjective quality that reveals the subject's feelings about environmental issues, environmental deterioration, climate change, and compassion, concern, love, and disdain for the environment. As a result, caring for the environment is thought to be a powerful influencing attitude component for environmentally conscious actions (Ibnou-Laaroussi et al., 2020).

2.2. Green Tourism Concept

The goal of "green tourism" is to lessen the toll that vacations take on local ecosystems, cultural traditions, and human health (Nguyen et al., 2023). The hospitality and tourism industry has adopted new "green" methods that promote ecologically and sustainably sound expansion. An alternate form of tourism that encourages the preservation of natural resources is known as "green tourism" (Patwary et al., 2022). Green tourism aims to instill a sense of responsibility for the environment and the love of its natural wonders for its visitors. Green tourism fosters cultural enrichment for local communities while minimizing ecological harm. Furthermore, it seeks to address pressing global environmental concerns such as pollution, greenhouse gas emissions, and climate change, including CO₂ emissions. These issues must be tackled in order to minimize the adverse effects of green tourism on the local environment and anticipate its worldwide relevance (Ibnou-Laaroussi et al., 2020). Green tourism is a strategy to minimise the negative impacts of tourism-related activities on nature, culture, society and the environment in the tourism industry (Nguyen et al., 2023).

According to Andari and Setiyorini (2016), this type of ecotourism is known as "green tourism," and its goal is to enhance a destination's quality of life while minimizing its negative effects on the environment and local community. Currently, "green tourism" is all about vacation items that try to keep the environment as clean and safe as possible (Al Fahmawee & Jawabreh, 2023). Ecotourism can be considered "green" not only because of the activities in which it participates, but also because of the implementation of "green marketing strategies" that include components such as accommodation, active pursuits, creative industries, nature tourism activities, festivals and events (Nistoreanu et al., 2020).

Given the many ways in which it contributes to environmental degradation, the hotel and tourist sector can and should do more to encourage sustainable practices and green consumption. According to Sultana et al. (2022), tourists are willing to travel great distances to witness the allure of a clean, healthy, and vibrantly coloured environment. However, there is, rising awareness of the necessity of the tourist sector to adopt more environmentally friendly procedures. Businesses in the tourist industry can obtain a competitive edge and ensure their growth and development by embracing sustainable practices (De Bruyn et al., 2023).

2.3. Green Hotel Concept

Sustainable hospitality practices are currently a hot topic in the global hospitality sector (Gupta et al., 2023). Because of their high consumption of water and other finite resources, hotel businesses can reduce environmental protection by as much as 75%. In addition to other common forms of industrial waste, hotels can contribute to environmental pollution through inefficient water, gas, and electricity usage, as well as poor sewage treatment (Sultana et al., 2022). Even though the hotel industry may not be as harmful to the environment as the chemical or petroleum industry, it uses a lot of energy and resources and could potentially pollute the air and water (Han & Chan, 2013). Hoteliers must be more conscientious of environmental issues because of the negative connotations associated with their operations in terms of resource consumption, waste production, and greenhouse gas emissions (Nimri et al., 2020).

Germany was the birthplace of the "green hotel" movement in the '80s. For example, "Eco-Hotel" or "Ecological Hotel" is one term for green hotels "Eco-efficient Hotel" and "Eco-friendly Hotel" are others (Ting et al., 2019). Sustainable hotels, sometimes known as "green hotels," go to great lengths to protect their environment. According to Gupta et al. (2023), eco-friendly hotels aim to reduce waste, save energy, and support environmental health. "Green hotels" adhere to sustainable business practices in order to lessen their adverse effects on the environment. To be considered "green," a hotel must adhere to certain environmental regulations and requirements, which include reducing energy usage, conserving water, managing solid waste, purchasing environmentally friendly items, limiting noise pollution, and more (Tan, 2023). Environmentally conscious hotels, also known as "green

hotels," work to reduce their impact on the planet. According to Zengeni et al. (2013), the most important challenges are energy efficiency, recycling, water use, and clean air. Green hotel practices include renewable energy, energy-saving appliances, lights, and a towel-reuse program. Most people follow these practices: using energy-efficient light bulbs, encouraging guests to reuse linens and towels, teaching employees to be eco-conscious, and using green cleaning products (Kim et al., 2012). Sustainable practices in the hotel business primarily focus on reducing energy consumption, water use, and trash production. Digital thermostats in guest rooms, energy-efficient light bulbs and appliances, automated motion detectors in low-traffic areas, renewable energy systems (solar, wind, etc.), and reflective or triple-glazed windows are the primary energy-saving practices utilized by hotels (Abdou et al., 2022b)

3. SCOPE AND HYPOTHESES OF RESEARCH

3.1. Environmental Concerns and the Intention to Participate in Green Tourism

The intensity of one's desire to carry out a specific action is correlated with one's intention (Mohd Suki & Mohd Suki, 2015). According to Liao et al. (2020), customers' green purchase intention is a crucial component of their green purchasing behaviour. The hospitality intention of hotel customers has been defined as their propensity to book a stay at an eco-friendly establishment, spread the word about their experience, and even pay a premium for the privilege (Han et al., 2009).

Concern for the environment is on the rise, and consumers are willing to support companies that produce and sell green products (Thieme et al., 2015). A person's level of environmental care can be described as their awareness of environmental concerns and their willingness to provide solutions. Being ecologically conscious also means acting in an eco-conscious manner. Consequently, consumers' intentions and actions towards environmentally conscious purchases are influenced by their level of environmental concern (Zheng et al., 2020). Environmental protection is morally commendable and people in environmentally conscious societies are more cognizant of sustainability issues (Qiao & Doewell, 2022). Concern for the environment increases the likelihood that people will make environmentally conscious purchases. According to Yue et al. (2020), those who care more about the environment are more inclined to react to environmental issues and do all they can to preserve it.

Tourists' actions at green hotels are heavily influenced by their concern for the environment. Consequently, it is believed that eco-conscious travellers prioritize staying at green hotels (Fauzi et al., 2022). Products with a less environmental impact tend to be more popular among environmentally concerned shoppers, according to research by Jiang & Kim (2015). Environmental concern significantly influences the inclination to stay in green hotels, according to a study conducted in Korea. In research on 474 international visitors to Taiwan, Huang and Liu (2017) discovered that eco-consciousness considerably impacts the desire to return. According to a study conducted by Sultana et al. (2022) on 213 consumers in Bangladesh, the perception of environmental knowledge and care has a significant impact on consumers' inclinations to stay at green hotels. According to Adetola et al. (2021) perceived environmental awareness, concern, and consumption values, significantly influence intentions to visit green hotels. In a Chinese study, Wang et al. (2018) discovered that customers' favourable attitudes and intentions to stay at green hotels are influenced by their perceived consumer efficacy and environmental importance.

Within this framework, the following is established as the primary research hypothesis:

H1: Environmental concern has a significant positive effect on the intention to participate in green tourism.

3.2. The Effect of Environmental Concern on Attitude towards Green Tourism

According to Jian et al. (2020), eco-conscious consumers are more likely to use green hotels and other environmentally friendly businesses. According to Hou and Wu (2021), an individual's level of environmental care reflects their awareness of environmental issues. A higher probability of engaging in environmentally conscious purchasing behaviour is associated with more optimistic attitudes, which in turn leads to more optimistic intent (Suhartanto et al., 2023).

Environmental concerns give way to green attitudes, which in turn serve as powerful motivators for pro-environmental actions (Hou & Wu, 2021). Consumers are increasingly worried about the effects of hotels' operations on the environment, which is driving demand for eco-friendly lodging options (Tan, 2023).

Concern about the environment influences customers' intentions and actions to safeguard the environment, according to Yan and Chai (2021) who surveyed 435 individuals in China. Environmental concern greatly influences attitude, which in turn significantly affects the intention to stay in green hotels, according to a study by Fauzi et al. (2022) which involved 160 consumers in Malaysia.

In this context, the second hypothesis of the study was established as follows:

H2: Environmental concern has a significant positive effect on attitude towards green tourism.

3.3. The Effect of Attitude Towards Green Tourism on Intention to Participate in Green Tourism

A person's attitude towards a behaviour determines whether they intend to display that behaviour. The intention to engage in or abstain from a particular behaviour is influenced by one's attitude towards that behaviour (Teng et al., 2018: 1146). Those who are environmentally conscious and concerned about the world around them are more likely to choose ecotourism as their vacation style (Thi Khanh & Phong, 2020). There is a strong correlation between consumers' environmental beliefs and their propensity to book, rave and even pay a premium for a green hotel (Sultana et al., 2022).

When consumers have a favourable impression of a green hotel, they are more likely to book a stay there. Environmental festivals, green hotels, full-service restaurants, and drone restaurants are just a few examples of many settings where studies in the tourist industry have shown that people's attitudes greatly impact their desires (Kwon & Ahn, 2021).

Positive consumer attitudes are associated with higher positive purchase intentions (Wang et al., 2020). Mohd Suki & Mohd Suki (2015) stated that customers' degree of environmental consciousness affects their intent to book a green hotel. Research on environmentally conscious hotel stays by visitors has revealed that guests' attitudes are directly correlated with the frequency and quality of their stays (Fauzi et al., 2022). According to Roberts (1996), consumer attitudes are a significant factor in environmentally conscious consumer behaviour. According to the results of the study, consumers who care about the environment are more inclined to make green purchasing decisions, and those who think ecological actions might make a difference are even more likely to do the same. According to Nguyen et al. (2023), an attitude toward ecotourism has a substantial impact on visitors' willingness to engage in sustainable tourism, according to research.

According to research by Mohd Suki and Mohd Suki (2015), which surveyed 400 young Malaysian consumers, visitors' perceptions of their own behavioural control and attitude had a positive effect on their intention to stay at a green hotel. Researchers Teng et al. (2018) found that among 415 Taiwanese individuals, those with low carbon knowledge and an appreciation for the environment had a more positive impression of green hotels. This, in turn, increased the likelihood that consumers would stay at green hotels and be willing to help with their eco-friendly initiatives. In a study of 262 participants, Tan (2023) discovered that environmental knowledge had a favourable effect on both the behavioural intention to select a green hotel and all reported green advantages. Perceived environmental advantages fostered a favourable outlook on staying at a green hotel. Nimri et al. (2022) examined 771 individuals and discovered that people's knowledge and attitude towards green hotels had a big impact on their intention to stay in such hotels.

A study by Olya et al. (2019) on 320 Northern Cyprus hotel guests indicated that green attitudes considerably impact the maintenance of the intention to use green hotels and the suggestion of such hotels. Attitudes towards eco-friendly hotels considerably impact the propensity to stay in such hotels, according to research by Nimri et al. (2020), who surveyed 781 Australian customers. According to research by Raza and Farrukh (2023) on 387 Pakistani individuals, one's mindset has a substantial impact on whether they want to stay at eco-friendly hotels. Those who feel good about the world around them are more inclined to buy and use eco-friendly products, according to Balderjahn (1988). The desire to engage in ecotourism is strongly influenced by one's level of environmental consciousness and outlook, according to research by Cheng et al. (2018). In their study on green tourism consumption in China, Hui-min et al. (2011) discovered that environmental mindset greatly affects the numbers. Based on their research with 319 individuals in Cambodia, Liao et al. (2020) found that green customer value significantly influences the attitude towards green products in a favourable way.

In this context, the third hypothesis of the research is established as follows:

H3: Attitude towards green tourism has a significant positive effect on the intention to participate in green tourism.

3.4. The Mediating Role of Attitude towards Green Tourism

Anxieties about the environment are positively associated with people's intention to recycle old mobile phones, according to Chang et al. (2022), who surveyed 346 individuals in China about their recycling habits. Factors such as attitudes toward recycling mobile phones and subjective norms mediate the relationship between environmental concern and recycling intention.

According to a study by Zheng et al. (2020), which involved 305 individuals in the country, attitude, perceived relevance of environmental problems, environmental concern, and subjective standards all influence green purchasing behaviour among Bangladeshi consumers. Green purchasing behaviour is influenced by one's attitude, which in turn is influenced by one's perceived level of environmental responsibility.

Research by Ibnou-Laaroussi et al. (2020) on 395 visitors to Northern Cyprus found that visitors' views on the long-term viability of ecotourism are positively impacted by their personal worries about the environment.

Furthermore, according to the data, visitors' attitudes greatly influence their intent to contribute to sustainability of green tourism. Additionally, eco-conscious traveller actions were positively impacted by both environmental worries and the desire to contribute to green tourism's long-term viability.

According to Patwary et al. (2021), the perceived environmental responsibility of customers significantly affects the attitudes and intentions tourists. A customer's mindset, acts as a mediator between their sense of personal environmental responsibility and likelihood of booking a stay at a green hotel in Malaysia.

In this context, the fourth hypothesis of the study was established as follows:

H4: Attitude towards green tourism has a mediating role in the effect of environmental concern on the intention to participate in green tourism.

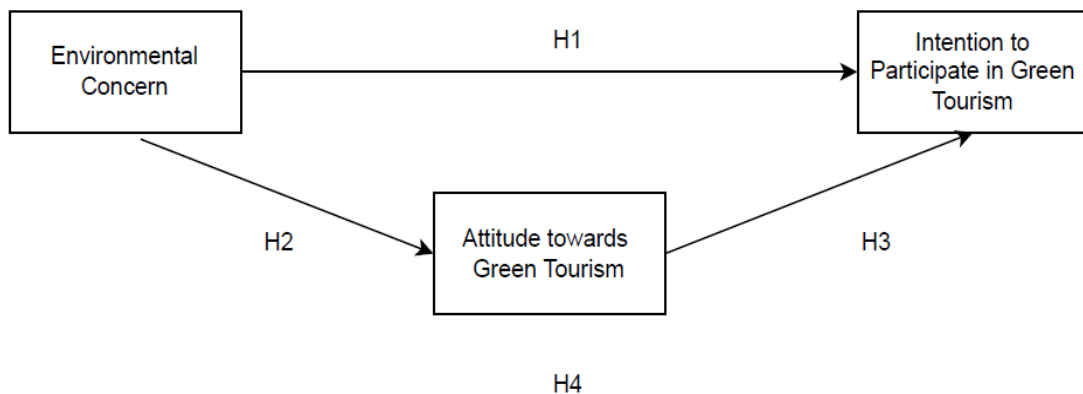
For the environmental concern scale, Sultan et al. (2020) was adapted and utilised for the current study. As a result of the validity and reliability analyses for the environmental anxiety scale, the authors calculated the AVE value as 0.77, the CR value as 0.91 and the alpha coefficient value as 0.88. For the green tourism attitude scale, that of Ibnou-Laaroussi et al. (2020) was adapted and utilised for the current study. As a result of the validity and reliability analyses for the scale, the authors calculated the AVE value as 0.611, the CR value as 0.991 and the alpha coefficient value as 0.824. For green tourism participation, Cheng et al.'s (2018) study scale was utilised. As a result of the validity and reliability analyses for the scale, the authors calculated the AVE value as 0.930, the CR value as 0.976 and the alpha coefficient value as 0.975. The scale items were analysed using a 5-point likert scale as 1:5 to acquire the scale data. 1: I completely disagree. 5: I completely agree. The study population consisted of adult consumers who had received tourism services in Türkiye. The research sample consisted of 394 people obtained by convenience sampling. It is stated that the sample number obtained at 95% confidence level is sufficient (Gazeloğlu & Erkıılıç, 2020).

Some of the data were collected online and some were collected by face-to-face interviews. The data collected online were distributed through social media platforms. Participants were also asked to deliver it to their acquaintances who volunteered. At the beginning of the questionnaire form, the participants were informed that participation was completely voluntary, that they could stop participating in the research at any time of the survey application and that the data obtained would be kept completely confidential. Participants were informed ethically with an informed consent form. The participants were also asked whether they received tourism services and how often they received tourism services. Those who received tourism services were included in the study. The data were collected between October 2023 and January 2024.

For the research, permission was obtained from the Kastamonu University Publication Ethics Board on 07.09.2023 with the decision number 10/13.

Figure 1 illustrates the research model.

Figure 1: Research Model



65 people were from Kayseri, 42 from Batman, 36 from Ankara, 30 from Kastamonu, 21 from Çorum, 21 from İstanbul, 18 from Trabzon, 14 from Gaziantep, 8 from İzmir and 8 from Kocaeli. The rest were from other provinces in small numbers.

Some demographic findings about the participants are given in Table 1.

Table 1: Demographic Findings

Gender	f	n
Woman	116	29,4
Man	278	70,6

Age	f	n
18-25	86	21,8
26-35	199	50,5
36-45	76	19,3
46-55	25	6,3
56-65	6	1,5
66 and above	2	,5
Education	f	n
Primary education	10	2,5
Secondary education	71	18,0
Associate degree	102	25,9
Bachelor's degree	136	34,5
Master	35	8,9
PhD	40	10,2
Marital Status	f	n
Single	154	39,1
Married	240	60,9
Employment Status	f	n
Public sector	252	64,0
Private sector	50	12,7
Self-employment	20	5,1
Tradesman / Merchant	16	4,1
Retired	7	1,8
Housewife	16	4,1
Student	20	5,1
Other	13	3,3

In total, 278 participants were men, and 116 were women. Of these, 199 were between 26-35 years old, 86 were between 18-25 years old, 76 were between 36-45 years old, 25 were between 46-55 years old, 6 were between 56-65 years old and 22 were 66 years and over. of these, 136 had bachelor's degrees, 102 had associate's degrees, 71 had secondary education, 40 had doctorate degrees, 35 had master's degrees, and 10 had primary education. Of these, 240 were of them are married, and 154 were single. Also, 252 of them work in the public sector, 50 of them work in the private sector, 20 are self-employed such as doctors and engineers, 20 are students, 16 are tradesmen, 16 are housewives and 13 are from groups other than those mentioned above.

To assess the reliability and validity of the scales, researchers used reliability analysis, confirmatory factor analysis (CFA), and exploratory factor analysis (EFA).

EFA findings are given in Table 2.

Table 2: EFA Findings

Environmental Concern	Factor Load	Mean	Standard Deviation	Skewness	Kurtosis
EA1	,823	3,92	1,288	-1,121	,085
EA2	,846	3,88	1,188	-1,173	,557
EA3	,874	4,03	1,170	-1,364	1,040
EA4	,716	3,64	1,238	-,707	-,466
EA5	,872	4,04	1,146	-1,308	,924
EA6	,861	4,08	1,037	-1,477	1,943
EA7	,838	4,11	1,082	-1,441	1,564
EA8	,867	4,28	1,083	-1,752	1,418
KMO: ,940 χ^2 : 2444,228 df: 28 Sig: ,000 Tot. Var. Exp.: %70,324					
Attitude	Factor Load	Mean	Standard Deviation	Skewness	Kurtosis
AT1	,915	4,06	1,038	-1,337	1,488
AT2	,910	3,97	1,047	-1,232	1,229
AT3	,931	3,98	1,014	-1,182	1,244
AT4	,923	3,94	1,016	-1,161	1,144
AT5	,919	3,97	1,017	-1,256	1,463
KMO: ,910 χ^2 : 2035,916 df: 10 Sig: ,000 Tot. Var. Exp.: %73,084					
Intention	Factor Load	Mean	Standard Deviation	Skewness	Kurtosis
IN1	,905	3,88	1,004	-1,088	1,037
IN2	,915	3,91	,977	-1,176	1,462

IN3	,909	3,93	,992	-1,140	1,222
IN4	,918	3,95	1,020	-1,228	1,415
IN5	,866	3,97	1,011	-1,196	1,287
IN6	,822	4,07	,999	-1,287	1,521
IN7	,829	3,90	1,045	-,984	,552

KMO: ,930 χ^2 : 2743,309 df: 21 Sig: ,000 Tot. Var. Exp.: %77,674

Varimax rotation method was used for EFA. With Factor loadings were obtained above 0.50 for each dimension (FL>0.5); the KMO value was obtained above 0.60 (KMO>0.6); Barlett’s Test of Sphericity was found to be significant (sig.<0,05), all scales explained more than 50% of the total variance. These findings indicate that the data is suitable for factor analysis.

The analysis revealed that the skewness and kurtosis values of the scale items ranged between -2 and +2. This finding indicated that the scales were normally distributed.

The goodness-of-fit values determined by the CFA are listed in Table 3.

Table 3: CFA Goodness of Fit Values

Criteria	χ^2	df	χ^2/df	GFI	CFI	TLI	NFI	RMSEA	SRMR
			≤5	≥.90	≥.90	≥.90	≥.90	≤.08	≤.08
Environmental Concern	57,442	17	3,379	0,967	0,983	0,973	0,977	0,078	0,0210
Attitude	9,9	4	2,475	0,99	0,997	0,993	0,995	0,061	0,0077
Intention	42,209	12	3,517	0,971	0,989	0,981	0,985	0,08	0,0164

As a result of CFA, it was determined that all scales met acceptable goodness-of-fit criteria (Meidute et al., 2021).

A reliability study was carried out to assess the scales' dependability following EFA and CFA. Table 4 displays the component validity test results, including the alpha coefficient values, average variance explained (AVE) values, and component reliability (CR) values.

Table 4: Reliability and Component Validity

Variable	Alpha	N of Items	AVE	CR
Environmental Concern	,937	8	0,65	0,93
Attitude	,954	5	0,80	0,95
Intention	,951	7	0,73	0,94

As a result of the reliability analysis, it was found that all scales were highly reliable. As a result of the calculations, AVE>0.50, CR>0.70 and CR>AVE were obtained for all scales; thus, it was found that the scales provide component validity.

Initially, the research model and hypotheses were tested using structural equation modelling analysis. The model under analysis is presented in Figure 2.

Figure 2: Structural Equation Model

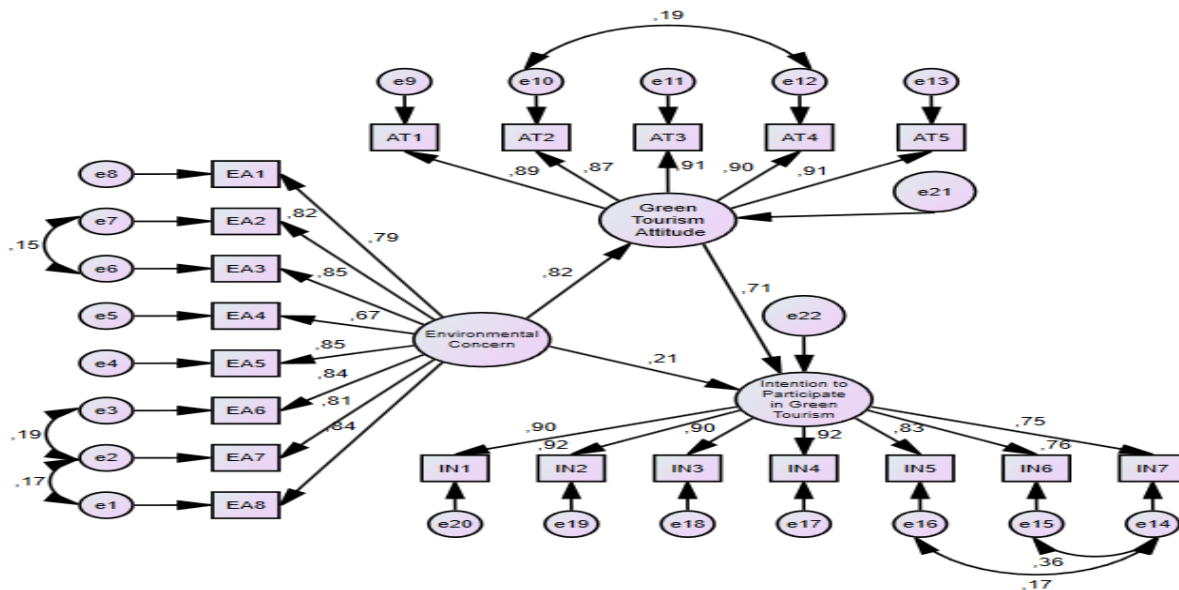


Table 5 presents the goodness of fit values that were acquired for the model following the structural equation modelling investigation.

Table 5: Model Goodness of Fit Values

Criteria	χ^2	df	χ^2/df	GFI	CFI	TLI	NFI	RMSEA	SRMR
			≤ 5	$\geq .90$	$\geq .90$	$\geq .90$	$\geq .90$	$\leq .08$	$\leq .08$
Model	407,644	161	2,532	0,909	0,97	0,965	0,952	0,062	0,0351

The results showed that the model satisfied the required standards for goodness of fit.

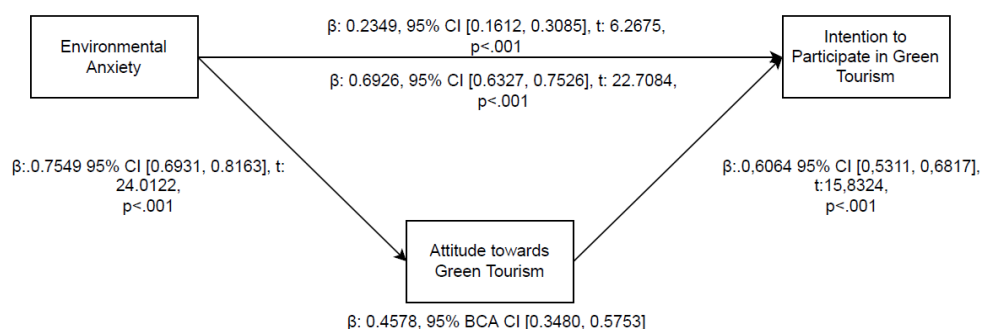
The analysis findings of the model are given in Table 6.

Table 6: Model Analysis Findings

	Analysis Path	B	β	S.E.	C.R.	p
Attitude	<--- Environmental Concern	0,831	0,821	0,048	17,42	***
Intention	<--- Attitude	0,603	0,707	0,056	10,817	***
Intention	<--- Environmental Concern	0,177	0,205	0,048	3,652	***

The structural equation model research showed that environmental concern significantly influences both the attitude toward and the intention to engage in green tourism. Moreover, one's attitude towards green tourism greatly influences their inclination to engage in green tourism. The effect of environmental concern on attitude towards green tourism yielded the highest standardised coefficient estimation value of 0.821 when all factors were considered. This research indicates that there is a strong correlation between environmental concern and attitudes towards green tourism. In other words, a 0.821-unit increase in attitude toward green tourism corresponds to a 1-unit increase in environmental concern H1, H2, and H3 were all found to be true when the structural equation model was analysed.

To test the mediating role of attitude towards green tourism in the effect of environmental concern on intention to participate in green tourism, a process macro mediation test was conducted. The findings of this analysis are presented in Figure 3.

Figure 3: Mediation Test

The results of the analysis show that one's attitude towards green tourism is significantly influenced by environmental concern (Path a) ($p < .001$). The R-squared is value 0.5953. This data indicates that environmental concern accounts for 59.53% of the variance in attitudes towards green tourism. (Path b) ($p < .001$), which indicates the intention to engage in green tourism, was found to be highly impacted by attitude towards green tourism. A strong positive correlation was found between environmental concern and intention to engage in green tourism (path c') ($p < .001$). The calculated R-squared value was 0.7368. This study indicates that environmental concern and attitudes towards green tourism account for 73.68 per cent of the intention to participate in green tourism. Even when intrapreneurship was not accounted for, a substantial ($p < .001$) effect of environmental concern on the intention to engage in green tourism (route c), that is, total effects, was still observed.

Attitude toward ecotourism as a mediating variable yielded statistically significant indirect effects ($\beta = 0.4578$, 95% BCA CI [0.3480, 0.5753]). This is because the confidence range for indirect effects does not contain zero in either the upper or the lower bounds. An effect size of 0.4981 was obtained. It can be inferred that there was a significant effect because this number was approximately 0.25. As a result, it can be inferred that perspectives on ecotourism have a significant mediating role.

As a result of the analysis, hypothesis H4 was supported.

CONCLUSION AND RECOMMENDATIONS

Examining how environmental concern influences perspectives on green tourism and the likelihood that individuals will engage in such activities was the primary goal of this study. Furthermore, the impact of perspective on the desire to engage in ecotourism is examined. Lastly, we examined how environmental concern affected the intention to participate in green tourism and how one's attitude towards green tourism mediated this effect. To achieve this goal, 394 people from various provinces of Türkiye were surveyed using a questionnaire. According to structural equation

modelling of this research, environmental concern significantly influences a favourable attitude toward and intention to engage in green tourism are significantly influenced by environmental concern. Moreover, it was found that one's attitude towards green tourism greatly influences their inclination to engage in green tourism. An attitude toward green tourism significantly moderates the relationship between environmental concern and the intention to engage in green tourism, according to the process macro mediation test. According to previous studies, people are more likely to buy environmentally friendly products and have a favourable outlook on them when they feel a greater sense of personal responsibility for the planet (Liao et al., 2020). Consistent with other studies in the home literature, this study confirms what was already known. For instance, in a study by Kement (2018), anxieties about the environment had a substantial impact on the desire to stay at eco-friendly hotels, A further study by Çavuşoğlu and Durmaz (2019) showed that the intention to return to environmentally conscious hotels is highly influenced by a green mindset, whereas Yıldız and Kütahyalı (2021) also found substantial relationship between green purchasing intention and green product attitude.

Wang et al. (2018) conducted a study in China and showed that environmental concern has positive effects on consumers' attitudes and intention to visit green hotels. Han et al., 2010 reported that consumers' attitudes towards green behaviour are an important determinant of their intention to give positive recommendations and to revisit a green hotel. Raza and Farrukh (2023) state that attitude has explanatory power for consumer's green purchasing behaviour such as intention to visit green hotels. These findings and research findings show that consumers with high environmental concerns have high willingness to receive green tourism services and stay in green hotels. Therefore, tourism organisations should give importance to green practices. Because the environmental concern levels of consumers have increased.

There are not many studies in the literature on the mediating role of attitude towards green tourism in the effect of environmental concern on the intention to participate in green tourism. Therefore, the mediating effect finding of this study makes an important contribution to the literature. As a result of the research findings, the following recommendations were made to tourism managers, governments and researchers.

The highly competitive hotel industry, which is highly dependent on profitable operations, has made sustainable management a standard practice. Considering this growing concern for environmental degradation, environmental management is emerging as a major challenge for hoteliers (Khalil et al., 2022).

Educators and marketers may do their part to assist tourists in learning more about the environment, become more aware of possible sustainability issues, and form more positive attitudes about environmental protection, according to Huang and Liu (2017).

Gaining a competitive advantage in marketplaces can be achieved by enterprises that understand green purchasing behaviour and environmental concerns. Consequently, being conscious of eco-friendly purchasing practices and environmental issues is crucial. Businesses can then implement green strategies to encourage customers to buy environmentally friendly goods (Bulut et al., 2021). Hotel loyalty programs that prioritize environmental sustainability can demonstrate gratitude to customers for their informational, attentive, and behavioural preferences. By providing rewards and incentives, they can encourage guests to participate in eco-friendly activities (Olya et al., 2019). Green hotels can be identified by their eco-labels or certifications, which show how sustainable they are. Customers can make better choices with the aid of eco-labels. Additionally, eco-labels can raise knowledge and sensitivity by recognizing customer values (D'Souza et al., 2021). According to Mohd Noor et al. (2014), green hoteliers should highlight in their marketing efforts the ways in which their establishments contribute to better and safer lifestyles for both customers and the environment. Staying at a green hotel may demonstrate to customers how big of an impact they can have on reducing carbon emissions and conserving resources like water and electricity. According to Wang et al. (2018), eco-friendly hotels can raise customer awareness about the impact of their everyday actions on the environment by posting environmental protection signs in public restrooms.

Public relations and advertising campaigns for hotels should highlight eco-friendly amenities and services (Kim et al., 2012). Marketers can boost the efficacy of hotel advertising campaigns by appealing to consumers' emotions more. According to Raza & Farrukh (2023), these advertising strategies should target consumers' emotions. Ads for eco-friendly hotels should reassure viewers about the hotel's commitment to sustainability, the steps used to achieve this goal, and the triple bottom line those results (Sharma et al., 2023). Advertisements on social media platforms should feature engaging content that educates consumers about environmental issues and the value of eco-friendly products and services while also featuring compelling personal narratives from guests' stays at eco-friendly hotels (Jiang & Kim, 2015).

Energy efficiency, the use of sustainable materials, and the elimination of single-use items are all hallmarks of a "green" hotel. Using solar power and turning off the power while guest rooms are not in use are just two examples of the many energy-saving options available. Changing the water flow settings on water-saving shower heads or other

similar devices should be done in a way that the majority of users won't even notice a difference. If you want to save water and nobody will notice, install a low-flow shower head (Han & Chan, 2013).

Integrating environmental education into the national education system can help public officials improve green consumption by enhancing the environmental value of appropriately addressing the link between man and nature. It is possible to raise consumer awareness and action about environmental issues through many media platforms, including television and social media (Yue et al., 2020). Public administrators have the power to create impactful documentaries that bring attention to pressing environmental issues, educate the public about these challenges, and offer practical guidance and guidelines (Liao et al., 2020).

By working together on environmentally friendly initiatives, public administrators can back green hotels, which should be a top priority in destination management. In order to achieve this, they might provide green hotels with financial and technical assistance to improve their air quality, water conservation, and energy efficiency. According to Olya et al. (2019), these policies will raise everyone's consciousness about the need for environmentally responsible tourism and hospitality management. This includes green hotel visitors.

There must be a slew of environmental training platforms. During the training, participants will learn how to identify environmentally friendly products. More people should plant trees and recycle more as part of the government's sustainability initiatives to promote environmentally conscious behaviour. Zheng et al. (2020) argue that schools should work together to educate students about environmental issues and how they may make a difference in protecting the environment. Customers will become more eco-conscious as a result.

Small changes here and there and big investments in new processes and equipment are needed to make hotels more viable, which could mean higher rates for guests. Consumers are wary of staying at more environmentally friendly hotels due to the higher price tag (Boronat-Navarro & Pérez-Aranda, 2020). Some hotel owners think their customers won't pay for questionable eco-friendly policies, say Tang & Lam (2017). Green items, in their view, are both more costly and of inferior quality. Incorporating and studying the price perception towards green tourism into the model is thus beneficial.

Wearing et al. (2002) recommends measuring the sociocultural background of green tourism product customers to gain a better understanding of the industry. Galeazzo et al. (2021) argue that managers should take cultural factors into account when determining which visitors exhibit environmentally friendly behaviours. It is important for managers to prioritize services based on the main nationality of tourists served by tourism organizations, as culture is influenced by nationality. As a result, research into perspectives on ecotourism that account for cultural and socio-economic factors is crucial.

The significance of staff members' environmental knowledge about sustainability is further shown by the study results of Sharma et al. (2023). The eco-awareness of those who work in tourist facilities should, therefore, be studied. Furthermore, it is crucial for the literature to measure the attitudes of facility managers or owners towards green tourism.

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Ethical Approval

For the research, permission was obtained from Kastamonu University Publication Ethics Board on 07.09.2023 with the decision numbered 10/13.

Researchers' Contribution Rate

The authors contributed equally to the study.

Conflict of interest

There is no potential conflict of interest or gain in the article.

Appendix: Scale Items

Environmental Concern

I am very concerned about the state of the world environment.

I am ready to reduce my consumption to help protect the environment.

Major social changes are necessary to protect the natural environment.

Major political changes are necessary to protect the natural environment.

I am concerned about the protection of the natural environment (including coastal, and marine area).

I care about the impact of my living habits on natural environments.

Environmental sustainability is crucial for the long-term success of nature tourism (coastal, marine, forest, highland, etc.).

Human beings seriously abuse the natural environment.

Attitude Towards Green Tourism

Green tourism has a positive impact on environmental quality.

Green tourism can stimulate the local tourism industry.

Green tourism has an educational meaning.

Green tourism can enhance my travel experiences.

Green tourism can improve my knowledge on resource conservation.

Intention To Participate in Green Tourism

I will follow green tourism principles when travelling.

I plan to stay in green hotels next time because of their positive contribution to the environment.

I plan to stay in green hotels instead of traditional hotels.

I will consider switching to green tourism for ecological reasons.

If I need to use chemical dishwashing detergent in nature, I will be away from the water source.

I switch off the electricity of unused devices while in the hotel.

I take care to reduce the use of towels and bed linen during my stay at the hotel.