

ANALYSIS OF TOURISTS' ATTITUDE TOWARDS RESPONSIBLE CONSUMPTION IN THE TOURISM SECTOR

Ramutė Narkūnienė

Utena University of Applied Sciences, Lithuania

Ugnė Šinkūnaitė

Utena University of Applied Sciences, Lithuania

Abstract. *In the article, the authors analyze tourists' attitude towards responsible consumption in the tourism sector. The problem of responsible consumption is relevant on a national and international scale. The purpose of the research is to analyze tourists' attitude towards responsible consumption in the tourism sector. The tasks of the research are to carry out a theoretical analysis of tourists' attitude towards responsible consumption in the tourism sector and a research of tourists' attitude towards responsible consumption in the tourism sector. During the research, a quantitative survey (questionnaire survey) was conducted. Data collection methods are analysis of scientific literature and sources, document analysis and questionnaire survey. The article reviews tourists' attitude towards responsible consumption from a theoretical perspective, discusses the benefits of responsible consumption, analyzes tourists' attitude towards responsible consumption in the tourism sector and the tourism institutions attitude towards responsible consumption. It is concluded that most of the respondents try to be responsible consumers during their stay in accommodation establishments. Responsible consumption is mostly motivated by a sense of responsibility, caring for the environment and oneself, and the desire to contribute to positive changes.*

Keywords: *responsible consumption, tourism sector, tourists' attitude.*

Introduction

Due to the influence of the economic, social and political processes of globalization, the tourism sector has become the leading branch of the economy in many countries of the world. The global crisis caused by the COVID - 19 pandemic has slowed down the development of the tourism sector, but the tourism sector is gradually recovering loss (United Nations World Tourism Organization, 2022). In turn, the interest of science, business and other fields in responsible consumption in various sectors, including the tourism sector, is growing. This happens for various reasons: the development of the green movement and responsible consumption, the growth of ecological innovations, etc. Responsible

consumption is behavior that includes responsible use of natural resources, efficient use of organic products, waste sorting and recycling.

Relevance of the topic. The problem of responsible consumption is relevant on a national and international scale. For the EU countries, the topic of responsible consumption is extremely relevant in the transition to a circular economy. Public interest in responsible consumption around the world is revealed by the ratification of the Paris Agreement (adopted in 2016) and the development of the United Nations (hereinafter - UN) Sustainable Development Goals (hereinafter - SDGs, approved in 2015) in which the 17th SDG aim to balance environmental, social and economic aspects of development and efforts are made not only to reduce, but also to eliminate global poverty (UNWTO, 2015). SDG 12 is "Responsible consumption and production" - promoting resource and energy efficiency, sustainable infrastructure and access to basic services, green and decent workplaces and a better quality of life for all. UNESCO defines responsible consumption as the use of services and products that meet 445 basic needs and ensure a better quality of life for people. Choosing to use responsibly reduces the use of natural resources, reduces pollution, conserves energy, and protects workers and consumers. In 2021 on March 25, the European Parliament adopted the *EU Strategy for Sustainable Tourism*, which forms the principles of sustainable, sustainable and responsible tourism sector development. One of the tasks of the *National Progress Plan 2021-2030* envisages better utilization of the potential of the tourism sector for the country's progress - in accordance with the principles of sustainability and applying innovative solutions, digitization opportunities, specializing services for specific markets and target groups. The purpose of this research is to reveal the attitude of tourists towards responsible consumption in the tourism sector.

The scientific problem of this research is formulated as a question - what is the attitude of tourists towards responsible consumption in the tourism sector? Responsible consumers and users not only understand their rights, but also follow social and environmental standards to create a favorable environment for everyone and ensure consumption with minimal environmental impact. The purpose of responsible consumption is to improve life on the planet, to contribute to the quality of life of the world's people and future generations, so it is very important to analyze the attitude of tourists to responsible consumption in the tourism sector, because tourists are often the most consuming part of society.

The **object of the research** is the tourists' attitude towards responsible consumption in the tourism sector.

The **purpose of the research** is to analyze the tourists' attitude towards responsible consumption in the tourism sector.

Research tasks:

1. To carry out a theoretical analysis of tourists' attitude towards responsible consumption in the tourism sector.

2. Conduct a survey of tourists' attitude towards responsible consumption in the tourism sector.

Methodology. During the research, a quantitative survey (questionnaire survey) was conducted. Data collection methods - analysis of scientific literature and sources, document analysis and questionnaire survey. The aim of the scientific literature analysis is to reveal the tourists' attitude towards responsible consumption in the tourism sector in a theoretical aspect. The questionnaire survey was carried out in order to reveal the attitude of tourists towards responsible consumption in the tourism sector and is used when interviewing tourists and was carried out after placing the survey questionnaire on the internet space www.apklaus.lt, distributing the questionnaire in social networks, tourism information centers and other companies in the tourism sector (accommodation companies, etc.) 210 tourists were interviewed.

Analysis of responsible consumption in the tourism sector from a theoretical perspective

Responsible and sustainable consumption by tourists is defined as "environmentally friendly consumption, i.e. purchasing green products or services while travelling" (Lee & Lee, 2015). Nowadays, tourists increasingly demand environmentally friendly products (e.g., green hotels, restaurants, cruise ships, airlines, destinations, resorts, and casinos) and express a desire to engage in responsible and sustainable consumption (Hall, 2013; Ramkissoon, Graham Smith, & Weiler, 2013; Wang, Wang, Wang, Yan & Li, 2018). Responsible and sustainable tourist consumption of products and services, purchasing and consuming them in an environmentally friendly way is a necessary requirement for promoting sustainable development (Han, 2020; Ramkissoon, Weiler, & Smith, 2012; Ramkissoon, Graham, & Weiler, 2013); Wang, Shen, Amy, Song, & Phau, 2020).

Responsible consumption can also be defined as "fair, green, sustainable, rational, ethical consumption. Fair use is associated with the effects of use; green consumption - with the aim of protecting nature; sustainable consumption - with conservation of resources; rational consumption - with minimal consumption; responsible consumption - with the avoidance of harm and includes all the mentioned categories" (Fontenelle, 2010). Smith also identifies conscious, ethical, green consumption (Smith, 2007). Although socially responsible and ethical consumption are not exactly identical, they overlap to some extent (Francois-Lecompte & Roberts, 2006).

Some of the goals or actions of responsible consumption include:
1) Environmental impact, taking into account the product's useful life cycle;
2) Quality of purchased products and services;
3) The time during which non-renewable resources are consumed must be equal to the time of replacement of

renewable resources; 4) Combining the amount of waste and pollution emitted with the absorption capacity of the ecosystems themselves; 5) Products and services whose production process respects the environment and social justice; 6) Reusable purchased products, goods, things; 7) Avoidance of one-time consumption of goods; 8) Avoiding the use of products whose packaging increases environmental pollution and ensuring that reusable, reusable or biodegradable packaging can be returned.

According to Katunian (2016), as the tourism sector expanded, the impact of this phenomenon on the environment at the physical, social, and cultural levels increased. The negative impact on the physical environment (pollution, depletion of natural resources, destruction of the landscape, etc.) is most often noticed and emphasized, but the impact on social and cultural areas is no less significant (Katunian, 2016). The realization that it is necessary to reduce the negative influence of tourism came about in the long run after realizing that only sustainable management of tourism can ensure resources of at least the same, not lower, quality for future generations. Responsible consumption is very important both in the tourism sector and in people's everyday life. The more tourists have a positive attitude towards responsible consumption and travel sustainably in an effort to save nature, the better it will be for the earth and for future generations who will be able to enjoy a clean planet, quality products and services, and an ecological lifestyle.

Quality of life, prosperity and economic growth depend on the ability to live green. In order for consumers to distinguish between services and products that have as little impact on the environment as possible, eco-labelling is used, which promotes balanced provision of services and production and consumption of products. People are increasingly choosing services and goods that are sustainable and protect nature. Among the ecological signs used in Lithuania, such signs as the EU Ecolabel, the Green Key (for hotels), and the Blue Flag (for beaches) should be mentioned. However, regardless of the fact that Europe has the most "green" tourism certification program compared to other regions of the world, it has to be noted that the certification process in Lithuania is only taking the first steps (Narkūnienė, 2022).

The results of the survey of tourists' attitudes towards responsible consumption in the tourism sector

The questionnaire survey was conducted in July - August 2022, after placing the questionnaire on the website www.apklausa.lt. 210 respondents participated in the survey, 82.9 percent of them were women and 17.1 percent men. Most of the respondents belonged to the age group of 19 - 30 year, for the age group - 28.6 percent of respondents, 41 - 50 years old 22.9 percent belonged to the age group,

respondents, 31 - 40 years old for the age group - 21.4 percent, 51 - 60 years old age group - 20 percent, the rest of the respondents indicated another age group. The majority of respondents were salaried workers (65.7 percent), 8.6 percent were studying and working, 7.1 percent were entrepreneurs, 7.1 percent were civil servants. The majority of respondents who took part in the survey had higher university education - 44.3 percent, 28.6 percent had higher non-university education and 25.7 percent had secondary education of respondents Most of the respondents live in the city - 68.6 percent, 17.1 percent live in the big city, 7.1 percent in the town, 7.1 percent in the rural area respondents. According to the place of residence, most of the respondents who took part in the survey belong to Utena county - 77.1 percent, 17.1 percent respondents belong to Vilnius county.

The results of the research showed that 38.6 percent of those surveyed spent their vacation in the territory of Lithuania, 32.9 percent respondents spend their vacation in different places every time (both in Lithuania and in foreign countries), 14.3 percent respondents rest in foreign resorts, and 11.4 percent - near their place of residence. Most of the respondents (82.9 percent) travel independently and plan their trips themselves, 10 percent respondents use the services of travel organizing companies, and 7.1 percent respondents sometimes plan trips themselves, sometimes use the services of travel organizing companies. 52.9 percent of the respondents usually go on vacation during the summer, 42.9 percent travel at any time of the year when they have a vacation, 4.3 percent respondents travel in autumn. Most of the respondents (42 percent) prefer short 2 - 3 day trips to nature, 23.2 percent respondents prefer relaxing on the beach, 18.8 percent for recreation at the resort, and 10.1 percent respondents prefer sightseeing trips, visiting cities in other countries, short trips to Lithuanian resorts, etc.). Summarizing respondent's answers, it can be said that most Lithuanians spent their vacation in Lithuania during the summer, and they plan their trips for several days independently.

Table 1 For which type of tourists do the respondents classify themselves as (when traveling around Lithuania) (compiled by the authors based on the results of the survey)

Tourist type	Percentage expression
Entertainers (rest combined with entertainment)	28
Quietness with the family (priority is given to simple, peaceful rest)	27
Nature lovers (the purpose of the trip is hiking, cycling, visiting natural and cultural objects)	19
"Where everyone is" (choose to rest in popular places)	10
Those looking for quality (the main criterion for choosing trips is quality services)	10
„All Inclusive“	6

Summarizing the information presented in Table 1, it can be said that the majority of respondents classify themselves as entertainers (relaxation is combined with entertainment) - 28 percent, and also a number of respondents choose to spend their travels peacefully with their family and prioritize simple, peaceful recreation (27 percent of respondents). A large number of respondents (19 percent) indicated that they are nature lovers, and the purpose of their trips is hiking, cycling, and visiting natural and cultural objects. The number of respondents classifying themselves as travelers looking for quality (the main criterion for choosing trips - quality services) and "where everyone is" (they choose to rest in popular places) was equally divided – 10 percent each. The smallest part of the respondents (6 percent) indicated that, when vacationing in Lithuania, they choose the "all - inclusive" travel method. Summarizing the answers of the respondents, it can be said that a number of participants like to combine rest with entertainment or simply relax or spend time in nature.

Most of the respondents (78.3 percent) are interested in/know about sustainability, saving/responsible consumption, 10.1 percent respondents stated that they do not know, 11.6 percent of the respondents stated that they are not interested in responsible and sustainable consumption. The majority of respondents (39.1 percent) most often sort waste not during trips, always sort waste - 37.7 percent, sometimes sort - 15.9 percent, and do not sort at all - 7.2 percent respondents. The respondents who took part in the survey indicated that they always consume responsibly and not only during trips - 52.2 percent, not always, but try to consume responsibly - 39.1 percent, in everyday life they consume responsibly, but do not do so during trips - 5.8 percent, never consume responsibly, because it is not important to them - 2.9 percent. The majority of respondents (91.3 percent) think that responsible consumption during travel is important, they do not know if it is important - 7.2 percent, there is no responsible consumption important thing - 1.4 percent respondents. Summarizing the responses of the respondents, it can be seen that the participants are not only aware of and interested in sustainability and responsible consumption, but also often sort waste, always use responsibly, and most importantly, most of the respondents believe that responsible consumption is important.

Table 2 presents research data on the behavior of respondents in applying the principles of responsible consumption during travel and staying at an accommodation enterprise.

Summarizing the information presented in Table 2, it can be said that the majority of the respondents try to be responsible consumers during their stay in accommodation facilities. It could be highlighted that it is very important for respondents that they can contribute to sustainable consumption during travel, and even 94.2 percent of the respondents indicated that, when leaving the room, they always turn off the lights everywhere. The opinion of the respondents about the accommodation establishment, for which ecology and sustainability are very

important, is the most different from the other choices, as a larger part of the respondents (60.9 percent) indicated that they pay attention to it only sometimes and a smaller part indicated that they always do.

*Table 2 Respondents' behavior after staying at an accommodation facility, percent
 (compiled by the authors based on research results)*

Statement	Always	Never	Sometimes
When I leave the room, I always turn off the lights everywhere	94,2	2,9	2,9
I save water in the shower	53,6	20,3	26,1
I use the towel more than once	78,3	4,3	17,4
I refuse the offer to clean the room every day	42,0	20,3	37,7
When there is no need, I turn off the heating or cooling of the room	65,2	5,8	29,0
I sort the trash during my stay	42,0	13,0	44,9
If the accommodation facility provides catering services, I choose dishes made from local products	36,2	13,0	50,7
I choose an accommodation facility for which ecology and sustainability are very important	17,4	21,7	60,9

Most of the respondents (94.2 percent) indicated that when they have to rest in nature, they always clean up the rest place after themselves (they collect their own garbage, household waste, etc., they also indicated that sometimes they have to clean up the garbage left by someone else when they arrive (2.9 percent), and never and sometimes do not clean - 1.4 percent of respondents.

In order to determine the causes that influenced reasons would encourage the respondents to consume responsibly, most of them indicated that the feeling of responsibility for what is happening and will happen in the future (26 percent) would be the most encouraging. A similar number of respondents (24 percent) indicated that taking care of themselves and the environment would encourage responsible consumption the most. 18 percent of respondents' desire to contribute to positive changes in the environment would encourage them to consume responsibly. The answers of the respondents were almost equally divided - the feeling of guilt due to the damage caused to the environment and people (13 percent) and the fear of negative consequences (water pollution, lack of resources, etc.) - 12 percent respondents' answers. The majority of tourists (60.9 percent)

only sometimes choose an accommodation facility for which ecology and sustainability are very important. Only 6 percent of respondents indicated that they would be encouraged by penalties for non-sustainable consumption. Other respondents indicated that such reasons could be elementary decency, etc. Summarizing the responses of the respondents, it can be observed that responsible consumption is most encouraged by a sense of responsibility, care for the environment and themselves, and the desire to contribute to positive changes, while guilt and fear of negative consequences are no less encouraged, while the least respondents would be encouraged to use responsibly by punishment.

The majority of respondents (39.1 percent) stated that on average they spend is 501-1000 EUR per year on trips, 34.8% spend up to 500 EUR of respondents, 13 percent allocate 1001-1500 EUR, and 13 percent allocate 1501 EUR and more respondents.

The research showed that tourists positively evaluate responsible consumption in the tourism sector. Tourists know and are interested in sustainable consumption and consume responsibly not only during travel, but try to do it always because it is important to them, and to live sustainably in this way they are motivated by a sense of responsibility and guilt for the future.

Conclusions

1. Responsible consumption is an effort not only to reduce consumption in all areas of consumption, but also to consider every choice. Every tourist takes responsibility for his choices, which can have a positive or negative impact on both nature and other people. The development of the tourism sector has positive and negative effects on the physical environment (pollution, depletion of natural resources, destruction of the landscape, etc.), but as society changes, more and more efforts are being made to ensure that this sector is used responsibly and sustainably.
2. The research showed that tourists are not only aware of and interested in sustainability and responsible consumption, but also often sort waste and always try to use it responsibly. Most of the respondents try to be responsible consumers during their stay in accommodation establishments. Responsible consumption is mostly motivated by a sense of responsibility, caring for the environment and oneself, and the desire to contribute to positive changes. The majority of tourists only sometimes choose an accommodation facility for which ecology and sustainability are very important.

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