

# Examining the Moderating Role of Government Policy in the Relationship between Attitude, Subjective Norms and Perceived Behavioral Control, and Responsible Tourism Behavior

Mohammad Masudur Rahman<sup>1</sup> Dr. Huam Hon Tat<sup>2</sup> Dr. Norizan Mat Saad<sup>3</sup>

---

**Abstract:** *The increased attention given to the topic of responsible behavior warrants the writing of this paper. The concept of responsible tourism behavior is related to lot of factors. Responsible tourism behavior can influence the total environment of tourism activities and can importantly contribute to sustainability in tourism. In this paper, we focus on the role of government which has been seen as a key facilitator in formulation and execution of tourism plan. Particularly, there is a lack of studies that investigate the effect of government policy in the relationship between attitude, subjective norms and perceived behavioral control; and responsible tourism behavior. The purpose of this paper is two-fold: (i) review the extant literature on the moderating role of government policy in the relationship between attitude, subjective norms and perceived behavioral control; and responsible tourism behavior and (ii) propose a plausible conceptual model to elucidate the relationship among these variables in the context of the Sundarbans, Bangladesh. Accordingly, such thought depends upon more detailed empirical research by using advanced structural equation modeling approaches. The research findings will be particularly important for tourism planners and tourism spot managers in developing tourism marketing facilities aligned with responsible functionalities in order to achieve sustainability in tourism.*

**Keywords:** *Responsible behavior, sustainability, attitude, subjective norms, perceived behavioral control, government policy, the Sundarbans, moderating role*

---

## I. Introduction

Tourism can be characterized as a "collection of activities, services, and industries that give a travel experience comprising transportation, lodging, eating and drinking places, retail shops, and other hospitality services supplied for individuals or groups traveling away from home," (Guyer Feuler, 1905). Tourism is one of the largest industries in the world with a market size of 1.54 trillion as of 2020 which is estimated to be increased to 1.7 million USD by 2021 (Statista, 2021). This industry is among the fastest-growing, and its expansion has a big impact on the economy of the tourist destinations (Naja, Suprayogi, Marfai & Mardianto; 2021). This sector provides most socio-economic benefits for the societies such as job creation, growth opportunities, infrastructural development, etc. (Yfantidou & Matarazzo, 2017; Mangwane, Tshipala, Ntanjana & Makopo, 2019; and Galindo & González, 2019).

Sustainable tourism development calls for positive economic, environmental and social impact of tourism development (Streimikiene, Svagzdiene, Jasinskas & Simanavicius; 2020). Tourism is critical to achieving the United Nations Sustainable Development Goals (WorldTourism Organization, 2022). Knowledge of tourist behavior can play a vital role in tourism planning and functions of marketing for planners of tourism business (Pathak, 2014). It is a crying need for the nations seeking for competitive tourism atmosphere and ensuring responsible behavior of tourists is of great importance to attain the competitiveness of tourism destinations (Liu, An & Jang, 2020). Responsible tourism behaviors which include the responsible behaviors of tourists accompanying with the beliefs, emotions, understanding, and duties related to civilization in the process of engaging in tourism related functions which are align with the rules, legislation, laws and ethics done during the time of visiting and doing tourism functions, is an important part of ensuring and retaining sustainability in

---

<sup>1</sup> Associate Professor, Department of Marketing, Dhaka City College, Dhaka, Bangladesh

<sup>2</sup> Professor, Putra Business School, Universiti Putra, Selangor, Malaysia

<sup>3</sup> Professor, Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah

tourism (Hu, 2016; Huang & Li (2016). Responsible tourism advocates ethical rules and values that are supposed to be socially accepted and, discourages or even punishes those that are deemed unacceptable by the society. It includes human conducts like thoughts, speech, and actions that pertain to ethical and moral values and rules (Li, Hazra & Wang (2023). There may be various types of irresponsible activities done by tourists like making litters, practicing unhygienic toilet, public smoking, competing for seats, breaking lines, speaking loudly, capturing pictures without permission, plucking flowers branches of trees, etc. which could impede the development of sustainable tourism destinations and could harm the dignity of tourists (Qiu, 2016 and Youth, 2018). In order to balance competing ecological, social, and environmental forces, effective maintenance should be available (Goodwin & Santilli; 2009). Responsible tourism benefits host communities, enhances working conditions, engages the local community, preserves cultural heritage, and is good for the environment (Leslie; 2012) and it is highly important to achieve Sustainable Development Goals (SDGs) of the United Nations (UNWTO; 2017). Hence, it is necessary for spot/destination managers to direct tourists effectively towards behaving at destinations in a responsible manner.

Understanding the factors inducing responsible tourism behaviors and the causes of irresponsible tourism behaviors is similarly important. Some individuals may have lack of social and environmental sense of duty and knowledge of public space at the individual level; and inadequate public amenities and clear cut instructions and regulations for visitors at the destination level; both are liable for causing irresponsible behaviors of tourists (Li & He, 2002 and Hu, 2016). The promotion of responsible tourism may therefore, be an important focal point for nations seeking to boost the competitiveness of tourism (Wu, 2009).

In investigating tourists' behavior, TPB and NAM theories have been widely used and different studies have explored different variables related to either of the theory or the integration of both (Manosuthi, Lee & Han; 2020). For the current study, TPB has been proposed to be used for explaining responsible behavior of tourists. Different researches have been found on responsible behavior and similar research could be undertaken to find out specific responsible tourism behaviors in different areas like protecting historical sites and cultural relics (Liu et. al; 2020). Based on the comprehensive research activities depending on the theory of planned behavior (TPB), what is discovered between the time the purpose was formed and the behavior is carried out may still be regarded as a source of knowledge (Krueger, 2009). Social norms and descriptive norms are the two branches of subjective norms and they could show possible directions for the business and marketing functions of the socially responsible behavior (Ham, Jeger & Ivković, 2015). Hence, finding out how social norms affect the relationship between attitudes, subjective norms, perceived behavioral control, and the inclination to engage in responsible tourism is crucial.

It can be difficult to gauge how tourists feel about the products, locations, and brand names of travel companies because it also needs to take into account how they are feeling when the measurement is being taken. A deeper comprehension of attitudes in the context of feelings and values is urged by Gnoth (1997) and Scott et al. (2014). Hence, the behavior of tourists to responsible tourism requires understanding of the parties concerned.

Gender, education, and cultural background, govt. policy etc. could be used as moderators which may have significant impact on how people feel about responsible tourism and how they intend to behave in that regard (Liu et. al; 2020). Prior research on travelers' responsible behavior has mostly concentrated on the characteristics of tourists. In terms of TPB, these characteristics include attitude, subjective norm, perceived behavioral control, and environmental behavioral intentions (Rhodes et al., 2015); in terms of norm-activation theory (Onwezen et al., 2013), the resulting consciousness, accountability, and personal standards that result; in terms of VBN (Aguilar-Luzón et. al., 2012); also in terms of personal norms relating to tourism as well as ecological principles, a worldview that emphasizes sustainability, and knowledge of the consequences. These studies didn't take into account how government policies affect how tourists behave in a responsible way. Management plans for public environmental amenities in tourist areas emphasize the significance of psychological aspects for the long-term viability of those areas (Yang, Chen, Zhang & Sun; 2020). No matter how the governmental structure or governmental policies change to become more market-oriented, the government's role is crucial for the effective development of tourism inside a nation (Islam, 2012).

The public sector participates in tourism for a variety of reasons. Their level of engagement varies from nation to nation and is influenced by their more general political ideologies and practices. Government involvement may result from social, cultural, and environmental obligations as well as a variety of political factors (Pearce, 1992). The growth of tourism is still the responsibility of the governments of developing nations. Government must minimize the negative consequences of tourism on society, culture, and the environment in order to maximize its positive effects (Jenkins, 1998).

In most developing nations, the natural environment serves as the primary source of tourism attractions; yet, unchecked development in such areas could have negative repercussions. The majority of tourist developments are situated in regions with exceptional natural beauty. In that instance, improper management and visitor abuse could reduce the area's scenic appeal and cause physical degradation. Government must take into account the effects of any envisioned tourist development on the environment and society in order to protect the current ecology and social structure (Dieke, 1991). In developing nations, it may be worthwhile for the government to weigh the wellbeing of the indigenous population against any temporal or spatial issues that may result from the development of tourism. When there is no active government intervention, little local complaints can occasionally escalate into significant social and political issues (Dieke, 1991; and George & Henthorne, 2007). The government may also manage resources or own land. Hence, the study proposes a model for investigating the relationship between attitudes, subjective norms and perceived behavioral control; and behavioral intentions to responsible tourism through examining the moderating role of govt. policy towards the development of responsible tourism leading to sustainable tourism development in the Sundarbans, Bangladesh.

## II. Proposed Conceptual Model

The hypothesized model linking the influence of government policy in the relationship between attitude, subjective norm and perceived behavioral control, and responsible tourism behavior is depicted in Figure 1. The proposed theoretical construct of attitude includes cognitive, affective, and behavioral intentions. Subjective norms consist of descriptive norms and social norms. Perceived behavioral control is made up of perceived self-efficacy and perceived controllability.

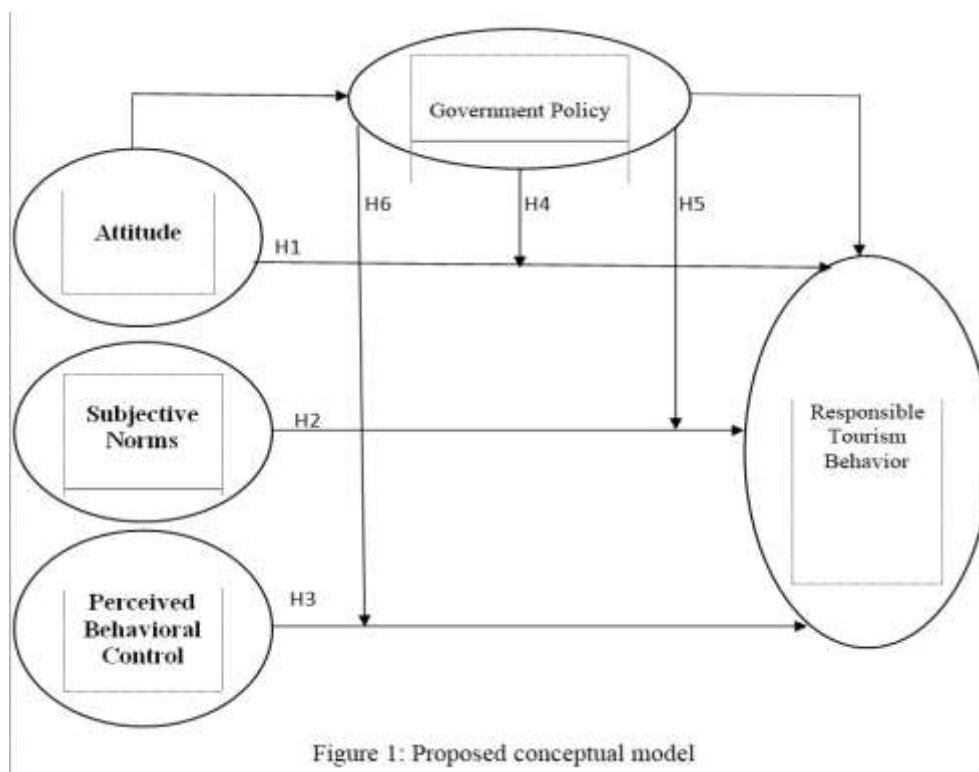


Figure 1: Proposed conceptual model

## III. Hypotheses Development

### 3.1 Attitude and Responsible Tourism Behavior

In research, attitude is frequently described as how important qualities of an object relate to one another (for instance, how a tourist destination's traits can influence how people perceive it), or more widely as a general attitude (Juvan et al., 2017). A greater understanding of attitudes in relation to emotions and morals is demanded by Gnoth (1997). It can be challenging to determine how visitors feel about the services, destinations, and brand names of travel agencies because it also needs to consider how they are feeling at the time the measurement is

being made. The actions of present tourists serve as the main signal or prediction of future tourist behavior. Consumer behavior in the context of purchasing, utilizing, and discontinuing travel services is known as tourist behavior. Consumer behavior is the selection, acquisition, and use of a good or service to satisfy a person's needs and wants. The consumer's goals are to maximize benefits and cut down on time when engaging in this activity. Consumers are impacted by a variety of categories of elements. They are social factors (such as family and social standing), cultural factors (beliefs, customs, attitudes), individual characteristics (gender, lifestyle, age, and education), psychological traits (talents, perception), and economic conditions are all taken into consideration (purchasing power, price, etc.) (Cobble, 2011).

One of the most extensively employed research theories to categorize personal behaviors is the TPB (Zhang, Cui, Wu, & Wu, 2017). According to TPB (Ajzen, 1991) theory, three antecedents determine an individual's behavioral intentions, such as: attitudes toward behavior, subjective norms, and perceived behavioral control. TPB has been highly used to explain different types of environment friendly activities like removing litter in protected areas, keeping the destinations clean and so on (Brown, Ham, & Hughes, 2010); bike-sharing in holidays for cycling in urban area (Kaplan, Manca, Nielsen, & Prato, 2015), and visiting the green hotel visits (Verma & Chandra, 2018).

The degree to which a person views the benefits and drawbacks of a certain conduct in a positive or negative way is referred to as their attitude toward behavior (Ajzen, 1991). Therefore, an individual is likely to evaluate the costs and benefits of the behavior while deciding whether to show a certain behavior, (Han, Jae, & Hwang, 2016). Customers are more inclined to engage in eco-friendly behavior if they find some sort of intrinsic happiness or positive impact that produces feelings of satisfaction with the behavior (Giebelhausen, Chun, Cronin, & Hult, 2016). In other words, if a tourist believes that taking a particular action will produce favorable results, he or she will appear to have a favorable attitude and will be more likely to consistently take it. This suggests that having a positive attitude may be a prerequisite for the development of responsible tourism behavioral intentions. Therefore, when tourists assume that the behavior of responsible tourism will contribute to saving the forest, the river, the ecosystems and improving their travels, they have more determined intentions to follow the behavior of responsible tourism. This study therefore proposes the following hypothesis:

**H1:** Attitudes have important and positive impact on responsible tourism behavior.

### **3.2 Subjective Norms and Responsible Tourism Behavior**

Subjective norms, according to Ajzen (1991), are the perceived social pressure to exhibit or refrain from exhibiting a given action. In other words, if a visitor believes that the people who are highly important or near to them appreciate a particular conduct, he or she is likely to continually exhibit that behavior to meet their expectations. The important role of subjective norms in guiding the behavioral intentions of a person has been clearly demonstrated in a good number of studies. Quintal, Thomas, and Phau (2015) discovered that visitors' inclinations to return to Australian and American wineries are significantly and favorably impacted by subjective norms of good quality. Verma and Chandra (2018) also confirmed that subjective norms positively and significantly affect tourists' willingness to revisit green hotels. It is noted that, people try to care for individual opinions of others related to a particular behavior (Song, You, Reisinger, Lee & Lee; 2014).

Research demonstrates that subjective norm is a key factor influencing green purchase behavior as ecological civilization construction advances (Wang et al., 2019) which is a responsible tourism behavior. Customers develop a subconscious interest in green items and further build a purchase intention when they discover that members of the group are more inclined to purchase green products. A subset of subjective norm, descriptive norm refers to how most people are regarded by individuals and serves as an example. Individuals frequently exhibit conformity behavior as a result of individual convergence psychology, and they tend to behave similarly to others when they are in groups (Hmielowski, Boyd, Harvey & Joo ; 2019).

Descriptive standards can more effectively modify an individual's environmental intention because environmental conduct, particularly in the field of environmental protection, has a moral appeal (Onwezen et. al., 2013). When consumers notice that those around them care about the environment, they will deliberately consider if their own conduct is congruent with the group. When inconsistent, customers will purposefully adopt the general green purchasing strategy to avoid this discrepancy and possibly even do better. Salmivaara, Lombardini, & Lankoski (2021) found that there was a strong correlation between descriptive norm and both intended and actual decision preferences. Therefore, we believe that under the descriptive norm, consumers will have excellent green buying intentions. On the other hand, an injunctive norm is a conduct that an individual recognizes while feeling pressured by whether or not other people find it acceptable. As a result, when injunctive rules have an impact on a person, moral behavior is typically displayed. Vinnell, Milfont & McClure

(2019) discovered that the injunctive norm enhanced support for the law. The value of injunctive norms has been repeatedly demonstrated in domains pertaining to the environment and health (Göckeritz, Schultz, Rendón, Cialdini, Goldstein & Griskevicius; 2009). Visitors will determine the collective benefits of conduct are greater if the majority of people in the group support and appreciate responsible tourism behavior while disliking or blaming non-responsible tourism activity.

Compared to irresponsible tourism, responsible tourism has more moral benefits. Individuals will crave for beauty as a result of morality acting as an invisible restraint. In order to avoid collective exclusion, consumers frequently adopt collective appreciation behavior. They also frequently adapt their responsible tourist behavioral intention in response to other people's expectations for ecological conservation. Ajzen investigated the connections that might exist between ATT, SN, and PBC. When a person notices that well-known examples have a specific SN, they might reconsider their choice to engage in a particular action, which would allow SN to have an impact on ATT.

Furthermore, a person is less inclined to be driven to engage in a behavior and is also more susceptible to being affected by other people in the community when they believe that the resources (such as time, money, etc.) required for that conduct are unavailable. PBC thus has a favorable impact on ATT and SN (Hou et. al., 2021). A causal relationship between SN and ATT has been empirically investigated in earlier investigations (Ryu & Jang; 2006 and Han & Kim; 2010). Ryu and Jang (2006) suggested that SN is connected to people's ATT toward a conduct in a service context, while Han and Kim (2010) confirmed that SN affects ATT in a setting of hospitality.

So, if a tourist thinks that travel companions like parents, spouses, colleagues, friends, and others tend to determine whether responsible tourism is a desirable or beneficial activity, their tendency of satisfying them by performing that behavior is higher. Thus, this study proposes the following hypothesis:

**H2:** Subjective norms have important and positive impact on responsible tourism behavior.

### **3.3 Perceived Behavior Control and Responsible Tourism Behavior**

According to Ajzen (1991), perceived behavioral intention shows how easy or difficult a particular action is thought to be to carry out. Therefore a visitor will participate in an activity if they believe they have the time, resources, and chance to do so. Tourists' perceptions of their ability to manage their conduct and their desire to act sustainably are found to be strongly correlated, according to studies. According to Brown et al. (2010), perceived behavioral control refers to a visitor's view of having the capacity, knowledge, opportunity, and competence to engage in a specific behavior, and they demonstrated how this positively influenced the behavior of picking up litter. If a tourist discovers that there is sufficient time, money, and opportunity to carry out a particular task readily, he or she will carry it out eagerly.

The perception of behavioral control and tourists' intentions to engage in environment-friendly activity has been proven to be significantly correlated by a number of researchers. It has been discovered that perceived behavioral control has a favorable impact on passengers' behavioral intentions toward green hotels by the study of Rambalak, Balaji, and Charles (2019) in India, however, research conducted at Australia's Blue Mountains National Park revealed that tourists' willingness to disobey rules is not significantly impacted by perceived behavioral control (Goh, Ritchie, & Wang, 2017). In Taiwan, Chen and Tung (2014) discovered that people are more likely to intend to stay at green hotels when they believe they have more behavioral control over them. However, the perceived behavioral control depends on the capacity, experience, ability and resources to conduct a specific action.

If the tourists are faced with a lack of resources or opportunities, their behavioral intentions toward responsible tourism behaviors are likely to be decreased. On the other hand, if they believe that the required resources and opportunities are available and that they have control over the barriers, their behavioral intentions towards responsible tourism behaviors will be higher. For instance, beachgoers might not have the energy or time to put trash in a trash can that is too far away when they are having a wonderful time. In other words, a tourist's behavioral intentions to engage in these behaviors will decrease when they have less control over doing so due to a lack of necessary resources. On the other side, if travelers feel they have more control over barriers, there is a larger likelihood that they will actively engage in responsible tourism activities (Liu et. al; 2020). The environmental psychology literature has addressed past behavior and emotions to some extent. For the prediction of ecological behavioral intentions, these variables were either operationalized differently or they



were not taken into account together with other variables including attitudes, social norms, and perceived control. Instead, desire is a potentially significant element that, to our knowledge, has never been specifically discussed in empirical research on ecological behavior (Carrus et. al., 2008).

There are no new relationships between TPB and service quality. In the hospitality industry, for example, Han and Kim (2010) found that the level of service was a major predictor of ATT and BI. This is in line with the logical assumption that customers' attitudes toward a service should improve when they consider it to be of higher quality. Similar to this, consumers' subjective norms are probably more powerful when they believe a service to be of a higher quality since their friends and family are more inclined to support them. This also holds true for how they are considered to be controlling their behavior, as offering a higher-quality service may entice customers to use it (Hou, Liang, Meng & Choi, 2021). Therefore, this study proposes the following hypothesis:

**H3: Perceived behavioral control has important and positive impact on tourism behavior.**

### **3.4 Attitude, Government Policy and Responsible Tourism Behavior**

The past studies have explored different relationships between and among the variables under TPB and NAM model but lack in findings of effect of different moderating variables. Liu et. al (2020) carried out research in China and found strong relationship between tourist attitude and behavioral intention to responsible tourism. Further studies could be done to examine the role of gender, education, and cultural background as additional moderators' in the relationship between attitudes and intentions toward responsible tourism (Liu et. al, 2020).

The idea of responsible tourism behavior involves, in large part, how visitors act toward the surroundings of tourist destinations. A person's psyche and conduct will be stimulated to some extent by their physical environment. Tourism behavior that is environmentally responsible will be influenced by how tourists perceive the level of constraint. Tourists typically abandon their personal environmental protection efforts at low levels of constraint (Perkins et al., 1988), which results in environmentally unfriendly actions. The sense of high-level limits by tourists will cause them to consider and constrain their initial environmental activities.

Relevant researchers have confirmed this phenomenon, and one of them demonstrated that environmental behavior of a person is influenced by the availability of facilities (such as how many and how many there are, how much garbage is transported, how much storage space is available, etc.), the complexity of the facility (such as how easy it is to use, the types and number of categorical collections, the distinctions comparing single-process and multi-process facilities, etc.), and other factors (Onokala et al., 2018). One study discovered that the system design (such as whether it is reasonable to provide recycling bins and services, etc.), facility convenience (such as perceived convenience), and roadside or recycling station convenience (such as proximity to recycling devices, recycling cycle or business hours, facility availability, facility complexity, etc.) are significant factors influencing individual environmental behavior (Takahashi and Selfa, 2014).

According to previous studies, worries over the environmental and social effects of tourist development have replaced economic concerns as the principal justification for government engagement in the tourism industry (Bramwell, 1994; Nunkoo and Smith, 2013; Wight, 2002). Specifically, as a result of the broad support for sustainable development since the 1980s, the government has accepted the sustainability imperative as an alternative to the economic development imperative in promoting and regulating tourism (Sharpley, 2005; Wight, 2002). Connell et al. (2009), for instance, examine how local and regional government is active in planning sustainable tourism as part of New Zealand's national tourist policy, demonstrating the twin roles of the public sector as a gatekeeper of tourism development through planning control and a facilitator of economic development driven by tourism services. Similar to this, Wight (2002) details the roles played by the Alberta provincial government in tourism that is sustainable and ecofriendly in Canada programs in terms of research, education, and policy development.

Many sites have been damaged by the expansion of tourism that is poorly managed and fosters unruly behavior among visitors (Aziz and Ajuhari, 2014). The current study examines how visitors behave sustainably in relation to natural attractions with responsible behavior. The TPB acknowledges that behavior can occasionally be influenced by outside causes. As a result, socio-environmental parameters including environmental awareness and environmental background were included to the TPB model. Govt. policy can promote individual environmental behavior as one of the socio-environmental elements. Some individuals might not be cognizant of the effects of tourism debris and environmental responsibilities (Liu et al., 2020).

Prior research on travelers' responsible behavior has mostly concentrated on the characteristics of tourists. In terms of TPB, these characteristics include attitude, subjective norm, perceived behavioral control, and environmental behavioral intentions (Rhodes et al., 2015); in terms of norm-activation theory (Onwezen et. al., 2013), the consciousness, accountability, and personal standards that result; in terms of VBN (Aguilar-Luzón et al., 2020); and in terms of personal standards for tourism, environmental ethics, ecological philosophy, and understanding of the consequences. These studies don't take into account how government policies affect how tourists behave in a responsible way. Management plans for facilities for the general environment in tourist areas emphasize the significance of psychiatric aspects for the long-term viability of those areas (Yang, Chen, Zhang, Sun, & Yang; 2020). Hence, this study proposes the following hypothesis:

**H4:** Government policy as a moderator has significant effect in the relationship between attitudes and responsible tourism behavior.

### **3.5 Subjective Norms, Government Policy and Responsible Tourism Behavior**

Subjective norm refers to an individual's perception of societal pressure to engage in or refrain from engaging in a particular action (Ajzen, 1991). It is the degree to which one sees society endorsement or rejection of a particular conduct, and it is considered to be a crucial function of relevant referents' normative beliefs and incentive to follow the referents (Meng, Lee, Chua & Han; 2022); Moon, 2021). Normative beliefs reveal certain behavioral expectations of the significant referents, and motivation to conform is related to how essential the referents' expectations are. These references may be members of the family or close relatives, educators, managers, coworkers, or classmates (Meng et al., 2022).

As a volitional process, Ajzen (2012) and Moon (2021) defined attitude toward the conduct and subjective norm, including their predictors. Previous studies discovered a strong association between tourist attitudes and behavioral intentions toward responsible tourism. Additional research might be conducted to investigate the role of gender, education, cultural background, etc. as moderators in the association between attitudes and intentions for responsible tourism (Liu et. al, 2020). Ajzen (2008) posited that the theory of planned behavior can be seen of as a "reasoned action" approach to consumer behavior since it holds that intentions and behavior in this domain follow reasonably from the behavioral, normative, and control beliefs people hold about the behavior. "Attitude toward the behavior, societal norms around the behavior, and in general, it has been observed that perceptions of control over behavior are highly accurate predictors of behavioral intentions. The phrase "an indication of an individual's readiness to undertake a given behavior" was used to characterize behavioral intention. According to research, "family, friends, teachers, and other potential role models may cause perceived social pressure to engage in or refrain from engaging in entrepreneurial activities" (Saraih, Aris, Mutalib, Ahmad, and Amlus; 2018).

In terms of Subjective Norm, empirical findings have been conflicting. According to Awan and Ahmad (2018), subjective norms were shown to be irrelevant in this study and had no influence on students' intentions. Muhammad, Aliyu, and Ahmed (2015) discovered in Nigeria that several factors, including the subjective norm, have a significant impact on Entrepreneurial Intention (EI). Furthermore, it was discovered that other characteristics, in addition to these predictors, had an indirect link with EI. Government interventions are thought to be one of these other causes, which take the shape of demographic considerations. In terms of government interventions, entrepreneurship policy may be a component of a macro policy that seeks to foster entrepreneurship while also ensuring the sustainability of such development (Ramlogan and Ridge, 2012).

According to Ramlogan and Ridge (2012), government initiatives aim to enhance the efficiency of economic actors. The focus of entrepreneurship policy is the entrepreneur in order to enhance the total number of economic actors and, consequently, the availability of entrepreneurs. Such policies typically involve offering support to entrepreneurs before, during, and after their start-up, including financial (loans and grants) and counseling activities, as well as facilitating financial assistance, enhancing technology and access to technology, and improving access to physical infrastructure or advice. As a result, the study aims to determine how government policy affects the relationship between societal standards and responsible tourist conduct. Hence, this study proposes the following hypothesis:

**H5:** Government policy as a moderator has significant effect in the relationship between subjective norms and responsible tourism behavioral.

### **3.6 Perceived Behavioral Control, Government Policy and Responsible Tourism Behavior**

Perceived behavioral control refers to the person's perception of the ease or difficulty of doing the intended behavior, as well as any limits that may prevent the behavior from being performed. In other words, it refers to how much control the person expects or feels they have over the planned activity (Britt & Englebert; 2018). Perceived Behavioral Control indicates an individual's belief about having access to the tools and opportunity need to engage in a behavior. PBC looks to have two parts. The first is what Triandis (1979) called "facilitating conditions," which refers to the presence of resources needed to carry out a certain conduct. This could include having access to resources like time, money, and specialized equipment. Indeed, as enabling technology infrastructures become more accessible, Internet commerce applications such as banking services will become more realistic. As a result, the government can intervene and take the lead in the diffusion of innovation (Shih & Fang; 2004).

As mentioned above, a number of past research have combined perceived consumer effectiveness, environmental concern indicators, and linked support for pro-environmental legislation to "green" behaviors (Ellen, Wiener & Cobb-Walgren; 1991) formulated by government or municipality of specific country or area. We anticipate an unfavorable association between Personal Consumption Expenditure (PCE) sentiments and support for government regulation. That is, people with low PCE are more likely to support further governmental regulation to remedy an issue because they believe individual action will have no effect. Corresponding to this, a person is more prone to think that others are not fulfilling their obligations if they feel unqualified (Allen & Dillon 1979).

Generally speaking, the government has a substantial role in the development, management, and marketing of tourism as well as in influencing the economy and providing the broad regulatory framework within which the tourism industry operates (Hall, 2005; Nunkoo and Smith, 2013). The study done by Baloch et al., (2023) proposed a model framework for the development of sustainable ecotourism, including a moderating role for government support and policy interventions while striking a balance between corporate and environmental concerns and suggested that the variables and the constructs researched can be replicated to other destinations to seek valuable inputs for sustainable destination management elsewhere. Hence, govt. policy can enhance the perceived behavioral control either positively or negatively. Thus, this study proposes the following hypothesis:  
**H6:** Government policy as a moderator has significant effect in the relationship between perceived behavioral control and responsible tourism behavior.

#### **IV. Sample, Data Collection and Measurements**

For the research at hand, no sampling frame is made as the complete list of the tourists visited the Sundarbans is not available anywhere. Thus, this study includes all the people visited the Sundarbans in previous years. The number of respondents acceptable for this study will be 384 and structural equation modeling (SEM) will be used as the statistical tool. SEM is a large sample technique and the sample size required is more than 200 (Kline, 2023). To meet the objectives of this study, a survey questionnaire is developed to measure the constructs of responsible tourism. SEM is used to test H4, H5 and H6 in a single, systematic, and comprehensive analysis by exploring the relationships among multiple independent and dependent constructs simultaneously (Gerbing, 1988).

#### **V. Discussion and Conclusion**

This paper utterly reviews the literature in the field of tourism specially in explaining tourists' behavior and emphasized on the influence of government policy in the relations among attitude, subjective norm and perceived behavior control; and responsible tourism behavior. Attitude, subjective norm and perceived behavior control are extensively used in explaining the behavior of tourists like environmental behavior, green purchase behavior, ecotourism behavior, etc. but little endeavor has been given in explaining responsible tourism behavior of tourists in mangrove forests like the Sundarbans. Prior research on travelers' responsible behavior has mostly concentrated on the characteristics of tourists. In terms of TPB, these characteristics include attitude, subjective norm, perceived behavioral control, and environmental behavioral intentions (Rhodes et al., 2015); in terms of norm-activation theory (Onwezen et. al., 2013), the resulting consciousness, accountability, and personal standards that result; in terms of VBN (Aguilar-Luzón et al., 2012); also in terms of personal norms relating to tourism as well as ecological principles, a worldview that emphasizes sustainability, and knowledge of the consequences. These studies didn't take into account how government policies affect how tourists behave in a responsible way. Hence, gender, education, and cultural background, govt. policy etc. could be used as moderators which may have significant impact on how people feel about responsible tourism and how they intend to behave in that regard (Liu et. al; 2020). In view of scant research, efforts have attempted to investigate the moderating effect of government policy on the relationship between attitude, subjective norm and perceived behavior control; and responsible tourism behavior, this paper intends to fill the research gap. The research presented in this paper has implications for both academicians and practitioners with an interest in considering and knowing how government policy might impact on the formation of responsible tourism behavior of tourists. Finally, such thought depends upon more detailed empirical research in different tourists spots in an around the world.

#### **References**

- [1]. Aguilar-Luzón, M.D.C., Calvo-Salguero, A., Salinas, J.M., (2012). Comparative study between the theory of planned behavior and the value-belief-norm model regarding the environment, on spanish housewives' recycling behavior. *J. Appl. Soc. Psychol.* 42, 2797–2833.
- [2]. Ajzen, I., & Driver, B. L. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure sciences*, 13(3), 185-204.



- [3]. Allen, C. T., & Dillon, W. (1979). On Receptivity to Information Furnished by the Public Policymaker: The Case of Energy. In *Educators' Conference Proceedings*. Neil Beckwith et al (pp. 550-6).
- [4]. Allen, C. T., & Dillon, W. (1979). On Receptivity to Information Furnished by the Public Policymaker: The Case of Energy. In *Educators' Conference Proceedings*. Neil Beckwith et al (pp. 550-6).
- [5]. Awan, N., & Ahmad, N. (2017). Intentions to become an entrepreneur: Survey from university students of Karachi. *International Journal of Business, Economics and Law*, 13(2), 19-27.
- [6]. Aziz, A., Ajuhari, Z., (2014). Promoting Pro-environmental Behavior in Ecotourism Destination.
- [7]. Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2023). Impact of tourism development upon environmental sustainability: A suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research*, 30(3), 5917-5930.
- [8]. Bramwell, B., (1994). Rural tourism and sustainable rural tourism. *J. Sustain. Tourism* 2 (1–2), 1–6.
- [9]. Britt, R. K., &Englebert, A. M. (2018). Behavioral determinants for vaccine acceptability among rurally located college students. *Health Psychology and Behavioral Medicine*, 6(1), 262-276.
- [10]. Brown, T. J.,Ham, S. H.,& Hughes, M. (2010). Pickingup litter: Anapplication of thetheorybased communication to influence tourist behavior in protected areas. *Journal of Sustainable Tourism*, 18(7), 879–900.
- [11]. Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, 36, 221-230.
- [12]. Cobble, D. S. (2011). *The other women's movement: Workplace justice and social rights in modern America*. Princeton University Press.
- [13]. Dieke, P. U. (1991). Policies for tourism development in Kenya. *Annals of Tourism Research*, 18(2), 269-294.
- [14]. Ellen, P. S., Wiener, J. L., & Cobb-Walgren, C. (1991). The role of perceived consumer effectiveness in motivating environmentally conscious behaviors. *Journal of public policy & marketing*, 10(2), 102-117.
- [15]. Eyisi, A., Lee, D., & Trees, K. (2023). Developing responsible tourism in emerging economies: the case of Nigeria. *Journal of Tourism and Cultural Change*, 21(1), 94-109.
- [16]. Kline, R. B. (2023). *Principles and practice of structural equation modeling*. Guilford publications.
- [17]. Galindo, C.G., & González, Y.E.L. (2019). Measuring market and non-market costs of Climate Change and benefits of climate actions for Europe Coastal and Maritime Tourism Aquaculture Marine Energy Maritime transport. 1–57. [http://soclimpact.org/wpcontent/uploads/2019/03/D5.1\\_Literature\\_Feb2019\\_final\\_reviewed.pdf](http://soclimpact.org/wpcontent/uploads/2019/03/D5.1_Literature_Feb2019_final_reviewed.pdf)
- [18]. George, B. P., &Henthorne, T. L. (2007). Tourism and the general agreement on trade in services: Sustainability and other developmental concerns. *International Journal of Social Economics*.
- [19]. Giebelhausen, M., Chun, H. E. H., Cronin, J. J., &Hult, T. (2016). Adjusting the warmglow thermostat: How incentivizing participation in voluntary green programs moderates their impact on service satisfaction. *Journal of Marketing*, 80(4), 56–71.
- [20]. Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283–304.
- [21]. Gerbing, D. W., & Anderson, J. C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of marketing research*, 25(2), 186-192.
- [22]. Göckeritz, S., Schultz, P. W., Rendón, T., Cialdini, R. B., Goldstein, N. J., and Griskevicius, V. (2009). Descriptive Normative Beliefs and Conservation Behavior: the Moderating Roles of Personal Involvement and Injunctive Normative Beliefs. *Eur. J. Soc. Psychol.* 40 (3), a–n. doi:10.1002/ejsp.643
- [23]. Goh,E.,Ritchie,B.,&Wang,J.(2017).Non-compliance innationalparks:Anextensionof the theory of planned behavior model with pro-environmental values. *Tourism Management*, 59, 123–127.
- [24]. Goodwin, H., &Santilli, R. (2009). Community-based tourism: A success. *ICRT Occasional paper*, 11(1), 37.
- [25]. Guyer-Feuler, L. (1905). *Contributions to statistics of tourism*.
- [26]. Hall, C.M., (2005). The role of government in the management of tourism: the public sector and tourism policies. In: Pender, L., Sharpley, R. (Eds.), *The Management of Tourism*. Sage Publications, Thousand Oaks, CA
- [27]. Ham M., Jeger M. &Ivković A. F. (2015), “The Role of Subjective Norms in Forming the Intention to Purchase Green Food,” *Economic Research*, Volume 28, 2015, Issue 1, Taylor & Francis Online.
- [28]. Han H., Jae M., & Hwang J. (2016). Cruise travelers' environmentally responsible decision-making: An integrative framework of goal-directed behavior and norm activation process. *International Journal of Hospitality Management*, 53(3), 94–105.
- [29]. Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing

- an extended model of the theory of planned behavior. *International journal of hospitality management*, 29(4), 659-668.
- [30]. Harrison, D. (2004). Introduction: Contested narratives in the domain of World Heritage. *Current Issues in Tourism*, 7(4-5), 281-290.
- [31]. Hmielowski, J. D., Boyd, A. D., Harvey, G., and Joo, J. (2019). The Social Dimensions of Smart Meters in the united states: Demographics, Privacy, and Technology Readiness. *Energ. Res. Soc. Sci.* 55, 189–197. doi:10.1016/j.erss.2019.05.003
- [32]. Hu, J. (2016). The ‘mistakes’ and ‘solutions’ of irresponsible tourism. *Tourism Tribune*, 31(8), 10–13.
- [33]. Hou, Z., Liang, L. J., Meng, B., & Choi, H. C. (2021). The Role of Perceived Quality on High-Speed Railway Tourists’ Behavioral Intention: An Application of the Extended Theory of Planned Behavior. *Sustainability*, 13(22), 12386.
- [34]. Huang, X. J., & Li, L. (2016). The dependence of responsible tourism path in the background of all-for-one tourism. *Tourism Tribune*, 31(8), 13–15.
- [35]. Islam, S. M. (2012). Tourism marketing in developing countries, a study of Bangladesh.
- [36]. Jenkins, C. L. (1998), "Tourism in developing countries: The Privatisation Issue", in A.V. Seaton (ed.) *Tourism: The State of the Art*, Chichester: John Wiley and Sons, pp.3-9
- [37]. Juvan, E., Omerzel, D. G., & Maravić, M. U. (2017, May). Tourist behavior: An overview of models to date. In *Management International Conference* (pp. 24-27). Italy: Monastier di Treviso.
- [38]. Kaplan, S., Manca, F., Nielsen, T. A. S., & Prato, C. G. (2015). Intentions to use bike sharing for holiday cycling: An application of the theory of planned behavior. *Tourism Management*, 47, 34–46
- [39]. Krueger, N. (2009). “Entrepreneurial Intentions are Dead: Long Live Entrepreneurial Intentions. In *Understanding the Entrepreneurial Mind* (pp. 51–72). New York, NY: Springer. [Crossref], [Google Scholar]
- [40]. Leslie, D. (Ed.). (2012). *Responsible tourism: Concepts, theory and practice*. CABI.
- [41]. Li, L., Hazra, S., & Wang, J. (2023). A realist analysis of civilised tourism in China: A social structural and agential perspective. *Social Sciences & Humanities Open*, 7(1), 100411.
- [42]. Li, M., & He, C. (2002). A preliminary study on the irresponsible tourism behavior of tourists. *Journal of Beijing International Studies University*, (1), 26–28.
- [43]. Liu J, An K & Jang S.C (2020), A model of tourists’ civilized behaviors: Toward sustainable coastal tourism in China, *Journal of Destination Marketing & Management*, 16(2020)1004378
- [44]. Mangwane, J.J., Tshipala, N.N., Ntanjana, A., & Makopo, B.M. (2019). Segmenting township residents by their attitudes, behaviors, and opinions towards responsible tourism practices. *Geojournal of Tourism and Geosites*, 27(4), 1357–1366. <https://doi.org/10.30892/gtg.27420-439>
- [45]. Manosuthi, N., Lee, J. S., & Han, H. (2020). Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model. *Journal of Travel & Tourism Marketing*, 37(4), 510-532.
- [46]. Meng, B., Lee, M. J., Chua, B. L., & Han, H. (2022). An integrated framework of behavioral reasoning theory, theory of planned behavior, moral norm and emotions for fostering hospitality/tourism employees’ sustainable behaviors. *International Journal of Contemporary Hospitality Management*, (ahead-of-print).
- [47]. Moon, S. J. (2021). Effect of consumer environmental propensity and innovative propensity on intention to purchase electric vehicles: Applying an extended theory of planned behavior. *International Journal of Sustainable Transportation*, 1-15.
- [48]. Muhammad, A. D., Aliyu, S., & Ahmed, S. (2015). Entrepreneurial intention among Nigerian university students. *American Journal of Business Education (AJBE)*, 8(4), 239-248.
- [49]. Naja, D.A., Suprayogi, S., Marfai, M.A., & Mardianto, D. (2021). A study on the social network analyses of dive centers and sustainable tourism development in pemuteran Bali, Indonesia. *Geojournal of Tourism and Geosites*, 36(2), 603–615. <https://doi.org/10.30892/GTG.362SPL07-689>
- [50]. Nunkoo, R., Smith, S.L., (2013). Political economy of tourism: trust in government actors, political support, and their determinants. *Tourism Manag.* 36, 120–132.
- [51]. Onwezen, M.C., Antonides, G., Bartels, J., (2013). The norm activation model: an exploration of the functions of anticipated pride and guilt in pro-environmental behavior. *J. Econ. Psychol.* 39, 141–153
- [52]. Onokala, U., Banwo, A.O., Okeowo, F.O., (2018). Predictors of pro-environmental behavior: a comparison of university students in the United States and China. *J. Manage. Sustainability.* 8, 127–136
- [53]. Pathak K.P (2014); Paradigm shift in tourists behavior and its impact on tourism area life cycle: A study on Sundarbans; D.U. *Journal of Marketing*, vol. no. 15, june 2012 (published in november, 2014)
- [54]. Pearce, D. G. (1992). Tourism and the European regional development fund: the first fourteen years. *Journal of Travel Research*, 30(3), 44-51.

- [55]. Perkins, D.V., Thomas, F.B., Perry, J.C., Nielsen, K.P., (1988). Behavior setting theory and community psychology: an analysis and critique. *J. Community Psychol.* 16, 355–372.
- [56]. Prasonthana, S. (2023). Exploring Tourists' Responsible Behavior: Evidence from Thailand. *ABAC Journal*, 43(3).
- [57]. Qiu, H. L. (2016). Study on the relationship between moral norm and tourists' civilization tourism behavioral intention: An extended theory of planned behavior model, *Zhejiang Social Sciences*, (3), 96–103+159.
- [58]. Quintal, V. A., Thomas, B., &Phau, I. (2015). Incorporating the winescape into the theory of planned behavior: Examining 'new world' wineries. *Tourism Management*, 46, 596–609.
- [59]. Rambalak, Y., Balaji, M. S., & Charles, J. (2019). How psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 77, 385–395.
- [60]. Ramlogan, R. and J. Ridge (2012) Compendium of evidence on the effectiveness of innovation policy intervention. Manchester. University of Manchester. 1- 39. Retrieved from <http://research.mbs.ac.uk/innovation/>, on 1 August 2019
- [61]. Rhodes, R.E., Beauchamp, M.R., Conner, M., Bruijn, G.J.D., Kaushal, N., Latimer-Cheung, A., (2015). Prediction of depot-based specialty recycling behavior using an extended theory of planned behavior. *Environ. Behav.* 47, 1001–1023.
- [62]. Ryu, K.; Jang, S (2006), Intention to experience local cuisine in a travel destination: The modified theory of reasoned action. *J. Hosp. Tour. Res.* 2006, 30, 507–516.
- [63]. Salmivaara, L., Lombardini, C., and Lankoski, L. (2021). Examining Social Norms Among Other Motives for Sustainable Food Choice: the Promise of Descriptive Norms. *J. Clean. Prod.* 311 (2), 127508. doi:10.1016/j.jclepro.2021.127508
- [64]. Saraih, U. N., Aris, A. Z. Z., Mutalib, S. A., Ahmad, T. S. T., &Amlus, M. H. (2018). Examining the relationships between attitude towards behavior, subjective norms and entrepreneurial intention among engineering students. In *MATEC Web of Conferences* (Vol. 150, p. 05011). EDP Sciences.
- [65]. Scott, J. (2014). A matter of record: Documentary sources in social research. John Wiley & Sons.
- [66]. Sharpley, R., (2005). Managing the countryside for tourism: a governance perspective. In: Pender, L.,
- [67]. Shih, Y. Y., & Fang, K. (2004). The use of a decomposed theory of planned behavior to study Internet banking in Taiwan. *Internet research*, 14(3), 213–223.
- [68]. Song,H.J.,You,G.J.,Reisinger,Y.,Lee,C.K.,&Lee,S.K.(2014).Behavioralintentionof visitors to an Oriental medicine festival: An extended model of goal directed behavior. *Tourism Management*, 42, 101–113.
- [69]. Statista. (2021). Market size of the tourism sector worldwide from 2011 to 2020, with a forecast for 2021, Statista Research Departmen. <https://www.statista.com/statistics/1220218/tourism-industry-market-size-global/>
- [70]. Statista. (2021). Year-on-year variation of international tourists in Spain due to the coronavirus crisis in 2020, by country of residence. Retrieved from <https://www.statista.com/statistics/1153680/coronavirus-drop-of-tourists-in-spain-by-country-of-home/>
- [71]. Streimikiene D, Svagzdiene B, Jasinskas E &Simanavicius A (2020); "Sustainable tourism development and competitiveness: The systematic literature review; [wileyonlinelibrary.com/journal/sd](https://www.wileyonlinelibrary.com/journal/sd) © 2020; 1-13
- [72]. Takahashi, B., Selfa, T., (2014). Predictors of pro-environmental behavior in rural american communities. *Environ. Behav.* 47, 673–675.
- [73]. Triandis, H. C. (1977). Interpersonal behavior. Monterey, CA: Brooks/Cole. *Psychology & Health*, 15, 383 – 393.
- [74]. UNWTO (2017). 2017 is the international year of sustainable tourism for development. Retrieved from <http://www.unwto.org/archive/global/press-release/2017-01-03/2017-international-year-sustainabletourism-development>.
- [75]. Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production*, 172, 1152–1162.
- [76]. Vinnell, L. J., Milfont, T. L., and McClure, J. (2019). Do Social Norms Affect Support for Earthquake-Strengthening Legislation? Comparing the Effects of Descriptive and Injunctive Norms. *Environ. Behav.* 51 (4), 376–400. doi:10. 1016/0749-5978(91)90020-TAnonymous10.1177/0013916517752435
- [77]. Wang, C., Zhang, J., Yu, P., & Hu, H. (2018). The theory of planned behavior as a model for understanding tourists' responsible environmental behaviors: The moderating role of environmental interpretations. *Journal of Cleaner Production*, 194, 425–434. <https://doi.org/10.1016/j.jclepro.2018.05.171>
- [78]. Wight, P.A., (2002). Supporting the principles of sustainable development in tourism and ecotourism:

- government's potential role. *Curr. Issues Tourism* 5 (3–4), 222–244.
- [79]. WorldTourismOrganization(2022,January29a).Tourism inthe2030agenda.<https://www.unwto.org/tourism-in-2030-agenda>.
- [80]. Wu, Y. J. (2009). Civilized tourism and tourism civilization: Enhancing soft power of international tourism competitiveness. *Tourism Tribune*, 24(9), 7–8.
- [81]. Yang, H. H., Duan, J. X., Liu, S. K., Xiong, J. B., Guan, X. X., Zhong, W. J., ... & Guan, C. X. (2020). A COX-2/sEH dual inhibitor PTUPB alleviates lipopolysaccharide-induced acute lung injury in mice by inhibiting NLRP3 inflammasome activation. *Theranostics*, 10(11), 4749.
- [82]. Yfantidou, G., &Matarazzo, M. (2017). The Future of Sustainable Tourism in Developing Countries. *Sustainable Development*, 25(6), 459–466. <https://doi.org/10.1002/sd.1655>
- [83]. Zhang, Y., Cui, F., Wu, S. S., & Wu, W. Z. (2017). Analysis of the factors impacting on air travelers' willingness to pay for carbon offsets: Based on theory of planned behavior and norm activation model. *Journal of Arid Land Resources & Environment*,1(11), 9–14.