Understanding Responsibility from the Tourist's Perspective: A Hotel Context

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Understanding responsible tourist behaviour is critical for tourism operators if they expect both economic and environmental benefits. Despite decades of academic and practical study of responsibility for the natural and social environment, it is still unclear who is responsible for improving the situation in terms of sustainable development. This requires a deeper understanding of the concept of individual responsibility, which has a behavioural, ethical, and response basis, that will be addressed in this paper. In a hotel context, we explore the concept of individual responsibility in the role of tourists' ability to improve the state of the environment through changes in awareness and behaviour. Based on the relevant theories presented, we defined individual responsibility as a construct divided into four dimensions: personal responsibility or norms (ethics and morals), awareness and knowledge, preference, and action-based responsible behaviour. Significant results on tourist responsibility were obtained by factor analysis and a hierarchical clustering method to identify three different types of responsible tourists. We labelled them as actively responsible, pragmatically responsible, and irresponsible tourists. The identified differences among the three types of (ir)responsible tourists allow for a better understanding of their motives and expectations, as well as better design of sustainable practices by tourism providers.

Keywords: individual responsibility, tourist behaviour, hotel, sustainable tourism

Introduction

As an international organization committed to the development of responsible and sustainable tourism, unwto has recently developed a Global Code of Ethics for Tourism, which is intended to promote tolerance and respect and encourage the industry to adopt ethical values. The concept of ethical and responsible tourism remains largely unexplained. Responsible Tourism was defined as 'making better places for people to live in and better places for people to visit' at the 2002 Cape Town Conference. Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility and action to make tourism more sustainable (Euro-

pean Commission, 2012). While UNWTO believes that the code serves as a guide for all stakeholders involved in tourism development, it remains rather bland and unclear as to what exactly is meant by an ethical and responsible approach. Goodwin and Pender (2005) explain responsible and ethical tourism as a business and consumer response to some of the major economic, social and environmental issues affecting our world. It is about travelling in a better way and taking responsibility for the impact that our activities have on other people and their social, cultural and natural environment (p. 303). This statement shifts the debate from a general discussion of responsible production to responsible consumption. Today, the understanding of mutual responsibility for sustainable development is also included in the UN Sustainable Development Goals. Goal 12, entitled 'Responsible Consumption and Production,' is one of the 17 Sustainable Development Goals established by the United Nations in 2015 (*The 2030 Agenda for Sustainable Development*).

In postmodern marketing theory, the discourse on the new consumer is defined by characteristics that expose the consumer as an increasingly complex individual who, in pursuit of products, also reflects their attitude to the world and wider social problems (Jančič, 1999). In the sociology of tourism, Urry (1995) defines the tourist as a postmodern consumer associated with an aesthetic cosmopolitanism characterized by a general interest in places, people, cultures and openness, as well as the ability to positively evaluate and accept differences, which is the basis for the sense of responsibility in tourism. The trend toward greater responsibility is reflected in increasingly socially and environmentally aware tourists who also generally take responsibility (Mihalič, 1993; Urry, 1995; Shaw & Clarke, 1999; Harrison et al., 2005).

There is growing concern about the negative impacts of tourism and sustainability, with more attention paid to the responsibility of tourists (Del Chiappa et al., 2019). Moreover, most of the negative impacts of tourism result from inappropriate behaviour of tourists who do not behave in an environmentally friendly way. Juvan and Dolnicar (2014) argue that tourists are the most promising target when it comes to improving the environmental sustainability

of tourism. Tourists can help reduce the negative impacts of tourism by making environmentally friendly tourism decisions and behaving in an environmentally responsible manner. However, despite empirical evidence of tourists' good intentions to purchase environmentally friendly and socially responsible products, this pressure is slow to develop (Font, 2007). Tourists often have limited understanding of the social and environmental impacts of tourism, but have some idea of how their behaviour could change things for the better (Miller et al., 2010). It is difficult to understand what motivates a responsible tourist or what the main barriers are for the tourist to choose responsible behaviour (Budeanu, 2007). From the perspective of the tourist's responsibility and moral judgment, the attributes of a particular product or service may be acceptable or unacceptable and as such may be a trigger for the consumer's behaviour, response, and influence (Isaacs, 2011).

Based on these premises, we focus our study on consumer responsibility in tourism. The aim is to propose a measure of a tourist's individual responsibility as a driver of their behaviour in sustainable tourism consumption and practices. In addition to theoretic interest in this topic, the study is also of practical importance to tourism experience providers, as it helps them understand the factors that are critical to the sustainable development and marketing of their products.

We based our study on the hotel industry because it is an important component of the tourism experience and provides a complex tourism product (World Travel and Tourism Council, 2011). New trends in the way travellers use tourism and hospitality services are leading hotels to evolve from mere accommodation providers to meaningful experience creators, resulting in a need for responsible and sustainable customer relationships at all stages of the guest's journey. Hotels included in our study allow us to study responsibility from the tourist's perspective at all stages, from their choice of hotel prior to arrival, to their experience during their stay, to their satisfaction and actions after leaving the hotel in the post-purchase phase.

In this paper, we first introduce the conceptual aspects of responsibility from the tourist's perspective and discuss the determinants of responsible be-

haviour. In the second part, we present an empirical study conducted in the hotel industry, in which we identified the types of responsible consumers in tourism. In the last part, we discuss the obtained results and provide suggestions for sustainable tourism management.

Conceptual Framework

The concept of responsibility can be a component of existing tourism segments, such as nature, cultural, community, volunteer, and educational travel; backpacking and youth tourism; adventure tourism; and high-end tourism (Krantz & Chong, 2009). Responsible tourism, however, is not a type of tourism per se, but a paradigm. It is a way of doing tourism that emphasizes responsibility to the ecology, culture, and communities of the destination. Harrison et al. (2005) point out that responsible consumption is a field that goes beyond an understanding of a narrow ecological environment to include human rights, equality, justice, charity, and solidarity. The concept of responsibility is central to many psychological, social, economic, legal, and political phenomena. The goal of responsibility research, from moral responsibility in Hegel's *Philosophy of Right* (1820 in Alznauer, 2008) to studies of responsible prosocial behaviour during the COVID-19 pandemic (Hellmann et al., 2021), is to understand the origins of responsibility, support responsible behaviour, and bridge the gap between individualistic and collective responsibility. Highlighting the attributes of responsibility from a tourist's perspective and identifying factors for responsible tourist behaviour are the main objectives of this section.

Responsibility from the Tourist's Perspective

The behavioural aspect is considered the dominant aspect in responsible tourism studies. There are several authors that address responsibility from the tourist's perspective. Wheller (2012) states that the tourist's awareness before arriving at the destination is fundamental, and based on this understanding, their education takes place. The tourist's responsibility goes beyond conscious and responsible thinking, both in relation to the environment and ethical issues (Mihalic, 2016). For Krippendorf (1987), responsible tourists are

willing to invest adequate time and resources and to educate themselves before travelling in order to be conscious and ethical about their local experiences. Responsible tourism is based on fundamental principles such as respect for others and their environment and acting responsibly in relation to one's own actions and, moreover, in relation to the management and operation of businesses. It is based on appropriate strategies and policies that are underpinned by sustainability, accompanied by appropriate behaviour, and capable of (re)sustainable actions that respond to and are supported by an environmental and ethical tourism awareness (Fennell, 2018; Leslie, 2012). However, these committed, responsible tourism stakeholders, even if well-intentioned, are not a homogeneous group. Other studies looking at consumer perceptions, attitudes, and behaviours related to responsible tourism show discrepancies between attitudes demanding that tourists engage in their activities responsibly and their actual behaviours (Budeanu, 2007; Juvan and Dolnicar, 2014; Weeden, 2014). In Wang et al.'s (2018) study, they mention that in tourism activities, tourists' responsible environmental behaviour is the result of positive human interaction with the environment. Their study uses the theory of planned behaviour and was conducted in a case study on Huangshan Mountain in China. The results show that tourists' intentions toward environmentally friendly behaviours positively influence their attitudes toward environmental protection. Moreover, Dias et al. (2021) respond to this challenge in their study focusing on more sustainable segments and seeking more responsible tourists by developing a measure to assess tourists' responsibility. The results show two dimensions: civic responsibility and philanthropic responsibility, which provide an understanding of how tourists can act responsibly in destinations without compromising the environmental footprint on the planet. Moreover, responsible tourist behaviour is not limited to environmental concerns. Culturally responsible behaviour should also be considered, as tourism can have negative impacts on social aspects. Pennington-Gray et al. (2005) stated that culturally responsible behaviour means being aware of and taking into account the cultural values, traditions, and customs of a foreign society

in order to meet the expectations of the host society.

Several theories and models have been developed in the context of consumer behaviour. The theoretical model of personal norms (normative influences on altruism, Schwartz, 1977) explains our behaviour as influenced by the sense of moral obligation to act on one's personally held norms. Research supporting this model has shown associations between personal norms and behaviour rather than causal relations. Studies show that variations in situational conditions also influence the relationship between personal norms and responsible behaviour. The studies of how personal norms are related to responsible behaviour are part of a larger research field of attitude and behaviour relations in general. Together with the normative theories, motivational theories provide a broad framework for the study of behaviour in general and responsible behaviour in particular. According to these theories, behavioural motivation depends on the personal evaluation of the desired outcome. The Theory of Planned Behaviour (TPB), originally proposed by Ajzen (1985), is a well-known approach from social psychology that focuses on how to motivate people to perform a particular behaviour (Ajzen, 1991). According to this theory, people behave rationally in their decision-making. TPB has been successfully applied in determining human behaviour in a number of domains, including tourists' environmentally conscious behaviour, and it has been used to predict behaviour in various domains, including tourism behaviour (Han & Kim, 2010). TPB has also been applied to the field of environmental behaviour research, such as e-waste recycling (Wang et al., 2017), energy conservation and emission reduction (Chen, 2016), environmental innovation (Long et al., 2017), and sustainable consumption behaviour (Joshi & Rahman, 2019). Han's (2015) findings suggest that moral commitment has a greater influence on guests' behavioural intentions to stay in environmentally friendly hotels, while Chen and Tung (2014) claimed that TPB variables have higher explanatory power than variables reflecting morality.

All of these theoretical frameworks agree that the evaluation of a behaviour is an important antecedent to the actual behaviour.

Determining Factors for Responsible Tourist Behaviour

In order to approach the concept of a responsible tourist, it is necessary to identify the basic conditions and factors. The factors associated with responsible behaviour are still poorly understood. To gain a deeper insight, this study analyses some individual and situational factors based on tourists' personal responsibility, awareness and knowledge, preferences and environmental behaviour. Several studies have examined the factors that influence environmental behaviour. Various theoretical models have been used in an attempt to explain and predict tourist behaviour. Tourism researchers operationalize responsible behaviour in different ways depending on the study context. Responsible behaviour usually depends on individual factors, external and situational factors, and demographic background factors, which are often used to improve the accessibility of segments for subsequent profiling and targeting strategies (Wedel & Kamakura, 2000).

Monitoring the behaviour of tourists illustrates the manifestations of behaviour, the individual behaviour factors, and the consequences or effects of tourist behaviour. In this context, it is necessary to explore, in an extensive literature review, numerous factors that influence responsible consumer behaviour which can be identified. At this point, we have explained the most important determinants of responsible buying behaviour.

Individual Factors

This category of individual factors includes variables that relate specifically to an individual decision maker. These variables are usually the result of individual life experiences (attitudes, values, personality, etc.) and influence a person's decision-making process. A consumer's value system is essential to understanding responsible consumer behaviour. Many studies have found a positive correlation between consumers' environmental, social, and ethical values and their green product purchasing behaviour (Chen & Chang, 2012; Wang et al., 2014). Consumers' environmental and ethical values, specifically personal values, were found to positively influence ethical commitments and personal norms (Chen & Chang, 2012). Responsible be-

haviour is a complex form of ethical decision-making behaviour. Researchers studying responsible tourism seek to understand the ethical values and behaviours of both the so-called 'ethical consumer' (Weeden, 2008). The common element of these concepts related to tourist behaviour is responsibility, which is often associated with the term's ethics and morality (Strong, 1997; Carrigan & Attalla, 2001; Weeden, 2008). Studies attempt to understand the motivations of responsible tourists, as there are many different labels for people who are aware of the ethical and moral issues in tourism and want to make their holiday decisions responsibly. Fennell (2008) was one of the first to address ethics in tourism. He emphasized the importance of sacrifice when moving towards responsibility and challenged the notion of 'tourism as freedom' by arguing that any chance of freedom is taken away when travellers deny responsibility (Fennell, 2008). For Fennell (2008), a basic understanding of one's self-awareness of being or becoming responsible is essential to the performance of responsible individual actions. Consumers readily justify their travel by claiming that everyone else is behaving the same way, or by using moral license as an excuse (Barr et al., 2010; McKercher et al., 2014; Miller et al., 2010; Font & McCabe, 2017), by accusing others of not acting sustainably or responsibly (Juvan et al., 2016), or by pretending to be unaware of the link between travel and sustainability (McKercher et al., 2014; Miller et al., 2010). Thus, the profound notion that 'a holiday is a holiday' permeates even the minds of those who are strongly committed to and openly address environmental concerns and actions (Barr et al., 2010). At the same time, consumers exhibit a distinct trait of entity thinking, in that they do not take personal responsibility for changing their behaviour towards greater sustainability until other individuals and, interestingly, developing countries change their behaviour accordingly (Miller et al., 2010; McKercher et al., 2014). It can be said that consumers' environmental, social and ethical values, together with their individualistic values, have a positive influence on responsible behaviour.

Other factors that influence and promote responsible consumer behaviour are based on informing, raising awareness, and educating the public about the positive and beneficial effects of behaviour on the environment and society (Wright, 2004; Dolnicar et al., 2008). Most consumer theories that examine the influence of individual factors on responsible purchasing behaviour assume that environmental knowledge, information, and awareness have an impact on responsible purchasing behaviour by influencing consumers' environmental attitudes (Zhang & Dong, 2020). Amendah and Park (2008) argue that knowledge growth can change consumption behaviour, while Lee and Moscardo (2005) find that environmentally conscious consumers are more likely to have environmentally friendly intentions than other consumers. Moreover, it appears that even in areas where consumers are potentially willing to accept a range of responsibilities, their willingness to respond depends on the availability of relevant information (Williams, 2004; Barnett et al., 2005; Becken, 2007). However, information is not synonymous with consumer response. Too much information can create a sense of information overload that prevents the consumer from responding (Jacoby, 1984; Hahn et al., 1992). Environmental knowledge is an important prerequisite for customer behaviour in relation to a hospitality product and indicates that a guest is able to understand the concepts, issues and problems of the environment and model its activities (Chan et al., 2014).

Situational Factors
According to Ajzen (1991), a situational variable or situational factor refers to people's perception of how easy or difficult it is to perform a behaviour. In contrast, Barr (2007) and Barr et al. (2010) defined situational variable as a given personal situation in terms of behavioural context, individual characteristics, and individual knowledge and experience of the behaviour. Situationism in psychology refers to an approach to personality that assumes that people are more influenced by external situational factors than by internal characteristics (Krahe, 1993).

External situational factors in travel behaviour are preferences that are part of a personal lifestyle and can influence both how and why people travel (Chen et al., 2009). Preferences are associated with the consumer's lifestyle, which also influences the choice of vacation

type, destination, accommodation, mode of transportation, and personal travel experience. Environmental considerations rarely play an important role when choosing a hotel, and tourists usually prioritize price, quality, brands, amenities, and pleasure when choosing accommodation (Manaktola & Jauhari, 2007). In addition, several studies examined the relationship between price and the choice of environmentally friendly hotels and whether guests should pay a premium to stay in such hotels (Han & Kim, 2010; Manaktola & Jauhari, 2007). However, the empirical results are contradictory and the willingness to pay a surcharge may be influenced by consumers' environmental awareness (Kang et al., 2012). In this context of responsibility, preferences can be considered as part of a sustainable lifestyle, as many of the current environmental problems are related to people's unsustainable lifestyles (Gössling, 2018).

Consumer preferences are also related to product attributes and are determined by individual consumer values such as health and safety concerns and hedonistic values of enjoyment and pleasure in using a product (Chen et al., 2012). In many studies, it was found that product attributes positively influenced the responsible purchase of green products (Chen et al., 2012; Young et al., 2010). Moreover, consumers preferred functional attributes of the product that meet their personal needs and desires over ethical attributes (Chen & Lobo, 2012). Another important situational factor is the availability of tourism services and products. Consumers generally do not like to spend a lot of time searching for environmentally friendly products; they prefer products that are easily accessible (Young et al., 2010). Limited availability and inconvenience in obtaining products act as barriers and increase the gap between consumers' positive attitude and their actual behaviour towards sustainable products. Therefore, easily accessible services and products with beneficial functional and ethical attributes and high quality are a strong motive and have a positive influence on consumers' responsible purchasing behaviour.

Action-Based Responsible Behaviour

From the above discussion, it is clear that various individual and situational factors motivate or hinder re-

sponsible behaviour and influence the translation of a positive attitude into actual responsible action.

Goodwin (2011) clearly links responsible tourism to actions that make tourism more sustainable. His understanding of the concept of responsibility is based on three aspects: accountability, actionability and responsiveness. The third aspect, responsiveness, relates directly to tourism behaviour and involves dialogue, developing solutions and taking action to make tourism more sustainable. Leslie (2012) argues that responsible tourism is a behavioural characteristic based on the fundamental principles of respect for others and their environment. He assumes that when faced with the dilemma of a conceptual basis for assessing responsibility, the tourist refers to the ethical and environmental principles of tourism and proposes to behave in an environmentally friendly and ethically responsible manner.

On the other hand, there is evidence that environmental knowledge and environmental activism do not influence holiday behaviour (Juvan & Dolnicar, 2014), which means that it might be useful to look for alternative explanatory models for the influence of environmental awareness on consumer behaviour. When people are aware of the environmental impact of their actions, we talk about so-called intentional environmental behaviour or directly about environmentally relevant behaviour. Most cases of environmentally relevant behaviour can be judged on the basis of environmental knowledge according to their impact on the environment and can be labelled as environmentally friendly or environmentally unfriendly. Consumers often make trade-offs between environmental concerns and product attributes. For example, they evaluate the various environmental, social, and individual consequences of purchasing environmentally friendly products. Consumers who give more importance to environmental and social consequences look for the characteristics of responsible consumption in products, such as local, green, organic. On the other hand, consumers who place more importance on individual consequences look for functional features of a product and their individual considerations overshadow their positive environmental and social attitudes (Follows & Jobber, 2000).

Our study addresses consumer responsibility in relation to hotel service attributes in tourism purchase decisions. We rely on the basic concept of individual responsibility, which is defined as an ethical evaluation that depends on whether relationships with other people, society and nature are permissible or impermissible, acceptable or unacceptable, right or wrong. Every action of an individual has consequences for other people and the environment, and therefore the ability to act brings with it a certain responsibility.

Methodology
The aim of our study was to gain insight into consumer responsibility, to develop a detailed understanding of their concerns about the impact of their holidays and to further academic knowledge about their motivation in the context of responsible behaviour. The research was conducted in the hotel industry as it provides a complex tourism experience (World Travel and Tourism Council, 2011).

A tool has been developed that relates directly to the hotel context. During a hotel stay on vacation, tourists are exposed to a variety of services, activities, movement, and excitement that shape the overall experience. Since travel and tourism should be planned and practiced in a sustainable manner, all stakeholders, including tourists, should take responsibility. The hotel context provides an opportunity to observe tourists' behaviour throughout the purchase process, from hotel and accommodation selection to post-purchase experience evaluation, which is valuable for understanding tourists' responsible behaviour.

The research design is based on theoretical findings to determine individual and situational factors in the four dimensions of ethics, awareness and knowledge, preference, and action-oriented responsible behaviour. A questionnaire was developed to measure the four dimensions. The questionnaire is primarily based on the methodology of the International Hotels Environment Initiative (Consumer Attitudes towards the Role of Hotels in Environmental Sustainability, 2002), which was conducted among IHEI members (Accor hotel chains, Carlson hotels around the world, Fairmont Hotels & Resorts, Hilton International, Marco Polo Hotels, Marriott International, Radisson Hotels & Resorts on six continents, Starwood Hotels & Resorts Worldwide, TUI, and others.) The questionnaire was tailored to evaluate the dimensions in different purchase process phases (Budeanu, 2006).

The quantitative research approach of data collection was carried out in six hotels on the Slovenian coast during the summer season. The survey was carried out with an online questionnaire for data collection. The questionnaire is partly tailor-made for this research and comprises five relevant content sets of indicators measuring the responsible tourist dimensions. The first set of questions relates to the dimension of consumer responsibility and includes the variables awareness and ethical attitude, preferences, environmental behaviour, and moral responsibility; the second set of questions covers the purchasing process: assessment of importance of and satisfaction with the hotel's environmental attributes; the third group of questions relates to the characteristics of the environmental factors of the hotel offer in relation to the social environmental indicators; the fourth set of questions relates to information about the guest's visit, such as the motive for the visit, the category of the hotel and the length of the guest's stay in the hotel; the fifth set of questions covers the basic socio-demographic characteristics of the respondents (Table 1).

Several studies examined and discussed the application of factor analysis to reduce the large set of data and to identify the factors extracted from the analysis (Pett et al., 2003; Shrestha, 2021). This study has followed three major steps for factor analysis: assessment of the suitability of the data, factor extraction, and factor rotation and interpretation.

Sampling and Data Collection
The research sample was based on proportionally stratified, partly earmarked and partly convenience samples. The combination of the purpose and convenience sample is a result of the sampling approach, where we used a known guest structure based on their nationality, which is typical for the selected months of the survey. The sample of respondents was based on domestic and foreign guests who were willing to complete the questionnaire after leaving the hotel. The

Table 1   Questionnaire Content Sets of Indicators

Set	Dimension	Number of indicators
Responsible consumer	Awareness	3
	Behaviour in rel. to the environment	3
	Ethics	14
	Preference	11
Purchasing process	*Pre-purchase phase*	
	Expected well-being	6
	Hotel selection	11
	Information	7
	Stay	
	Hotel environmental factors	14
	Employee relationship	5
	Consumer behaviour	11
	Overall phase	
	Guest response	7
Hotel and envir. attrib.	Environmental factors	5
	Social factors	5
Guest visit information	Motive	6
	Hotel category	3
	Length of stay	1
Socio-demographic data	Gender, age, nationality, education	1
	Status	4
	Economic position	3

limitation of the sampling refers to the technique of electronic survey, which we could only carry out with a population that included those people who had left their contact details and a notification authorization and were willing to participate in the survey, which also influences the characteristics of the sample collected. The sample comprised 886 respondents from Slovenia, Germany, Austria, Switzerland, Italy and other countries. Of these, 45.5% filled in the questionnaire completely. This included 35.6% of respondents from Slovenia, 42.8% from Italy, 12.9% from Austria, 5% from Germany and 1.5% from other countries. The largest proportion of respondents (60.1%) stayed in a four-star hotel, 21% in a three-star hotel, 16.3% in a five-star hotel and 2.5% in other accommodation, which includes apartments and hotel annexes.

Reliability and Validity of the Measurement

We used principal component analysis to test the content validity of the measurement instrument. In the first phase, we conducted principal component analysis by including all empirical variables in the measurement instrument (Table 2).

Separate analyses were conducted for each measured set of variables to check the substantive reliability of the measurement instrument. In addition, principal components analysis of the estimate of commonality or common space for each measured dimension was performed using the most common method of factor analysis, i.e. principal axis factoring. In addition, principal axis factoring was used with the extraction method, in which we performed orthogonal rotation, extracting from the analysis those variables that had values less than 0.2 after extraction. Separate factor analyses were performed for each dimension. For each dimension, we performed seven replicates. The results of the factor analysis for each of the four dimensions are shown in Table 2. Regarding the loading of each of the five dimensions, all 54 variables have values higher than 0.59. The Cronbach's alpha used to test the reliability of each of the five dimensions shows the validity of the convergence of the created scale, which also indicates good measurement reliability.

For each dimension, we performed principal components analysis and factor analysis separately to test the dimensions of consumer environmental responsibility: (1) awareness and knowledge; (2) preference (general and environmental); (3) ethics; (4) action-oriented responsible behaviour. We were interested in whether there was evidence of some latent variables in a particular dimension. Based on the principal axis factorization and principal component analysis, we concluded that there were six factors.

Data Analysis

In the factor analysis, we used 54 variables that measure the four dimensions of the construct of responsibility and are recorded in the five sets of the questionnaire, i.e. A, B, C, D and E (Table 1). Significant results on consumer responsibility were obtained by six separate factor analyses and hierarchical grouping. The underlying concept of consumer responsi-

Table 2   Reliability Statistics of Measured Variables by Questionnaire Sets

(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	A	Awareness and knowledge	9	Dichotomous scale	–	53.6
2	B	Environmental factors of hotel choice	11	Likert scale from 1 to 5 – *importance*	0.908	52.8
3	C	Preferences of hotel choice	11	Scale of priority from 1 to 5	0.903	51.0
4	D	Environmental practices of the hotel	12	Likert scale from 1 to 5 – *importance and satisfaction*	0.938	52.8
5	E1	Behaviour in relation to the environment	10	Frequency from 1 to 3	0.706	45.3
	E2	Ethics	10	Rate from 1 to 3	0.590	35.3

Notes   Column headings are as follows: (1) number, (2) label, (3) dimension, (4) number of variables, (5) measurement scale, (6) Cronbach's Alpha, (7) explained variance (method of principal components, in percent).

bility was examined from the perspective of the buying process through which we identified the types of (ir)responsible consumers. The standard statistical program SPSS 21.00 was used for data analysis. The hierarchical cluster method of Ward was used for grouping units. To validate the measurement of the research objectives, we operationalized both the discussed research area of consumer responsibility and the concept based on theoretical starting points, based on the key elements of the definition of a responsible consumer in terms of individual responsibility and moral judgement, as well as awareness and knowledge, preference, and motives for action regarding the natural and socio-cultural environment. We have highlighted four key dimensions of responsibility with measurement variables that measure individual dimensions.

Results

Descriptive Statistic

Descriptive statistical analyses of the socio-demographic characteristics of respondents data obtained show that 51.6% of respondents were women and 48.4% were men; the average age structure was between 50 and 60 years. According to the national structure, most respondents were from Italy (42.8%), followed by Slovenians (35.6%), respondents from Germany, Austria and Switzerland (18.9%) and others (2.7%). Regarding the educational structure, respondents with a level of education predominated (53.7%), followed by respondents with a secondary or vocational school leaving certificate (33.3%) and then by respondents

with a master's degree or higher (10.2%). By status, salaried employees (71.3%) dominate, followed by pensioners (24.4%). The majority, 56.5%, described their economic situation as average, 20.5% as above average and 16.8% as below average.

Regarding information about the stay in the hotel visit, respondents indicated that 60% stayed in a four-star hotel, 21% in a three-star hotel and 16.3% in a five-star hotel. On average, they stayed 5.8 days in a hotel. The reason for the visit was given by the majority (30.1%) of re-spondents as rest, 12.5% wellness and well-being, 9.6% travel and excursions, 9.3% entertainment and fun, and the remaining 4.5% with sports and recreation, or 2.8% with business or education.

Identification of Responsible Groups of Consumers

With factor analysis we obtained six factors, which we used to identify groups of responsible consumers through the method of classifying units into clusters. Based on hierarchical cluster analysis, we used a method of stepwise integration based on a successive grouping of two groups into a new group. When classifying, it is important that the units within the group are as similar as possible, and the groups are as diverse as possible. In our case, we used Ward's method of hierarchical cluster analysis, which is based on successive grouping. The Ward's method tends to groups that have comparable variability. The determined number of groups was then used for further statistical analysis. The defined number of clusters was then used for further statistical analysis. After examining individual solutions, we decided on three main groups because

Table 3   Variance Analysis

Factors		(1)	(2)	(3)	(4)	(5)
1 Actively aware	Between groups	15.840	2	7.920	20.327	0.000
	Total	120.261	270			
2 Generally aware	Between groups	3.735	2	1.867	4.417	0.013
	Total	117.024	270			
3 Environmental dimension	Between groups	89.878	2	44.939	70.649	0.000
	Total	260.349	270			
4 Choice preference	Between groups	199.192	2	99.596	363.666	0.000
	Total	272.589	270			
5 Ethics	Between groups	30.546	2	15.273	19.902	0.000
	Total	236.213	270			
6 Responsible behaviour	Between groups	39.874	2	19.937	28.785	0.000
	Total	225.494	270			

Notes   Column headings are as follows: (1) Sum of squares, (2) degrees of freedom, (3) average, (4) *F*, (5) significance.

this resulted in a more transparent and content-related classification.

The descriptive statistics were reviewed after the identification of three groups. Using the analysis of variance (Table 3), we identified the differences between individual groups and factors. The differences between the groups were statistically significant. To better define and describe the groups, we found the differences between the three groups according to individual factors: active awareness, general awareness, environmental practices, preference, ethics, and action-based responsible behaviour (Table 4).

There were 271 units in total. The first cluster represents 39.9% of all units, while the second group represents 44.6% and the third group represents 15.5% of all units.

Description of the Different Types of Consumers

If the assumption is correct that some consumers are more environmentally responsible than others, then it is necessary to describe the group of consumers who demonstrate responsible behaviours in tourism.

Group 1: Irresponsible Consumers

The first group includes more people with a lower average in terms of the environmental responsibility fac-

tor and the responsible behaviour factor, which is why we consider them to be environmentally irresponsible consumers. They show a predominant general awareness and are not prepared to pay higher prices for hotels with environmentally conscious practices or lower comfort levels in order to contribute to environmental protection, i.e. their purchasing decisions are not influenced by environmental concerns. The hotel's environmental practices do not matter to them, and they do not behave responsibly towards the environment, for which they also do not feel morally responsible. This group is dominated by personal preferences when choosing a hotel, with the emphasis on safety, quality of service, reasonable price, previous experience, and ambience.

The results show that this group is represented in 39.9% of all units, so it is important to understand the reason for their indifference to environmentally responsible behaviour. Among the existing findings, the reason is that when the consequences of behaviour are far from its implementation, and too little, too late or too unlikely to affect it immediately and directly, oral rules can act as discriminatory stimuli describing probable outcomes of behaviour or inaction. The second reason is related to the comfort expected by tourists on vacation and often occurs in the form of be-

Table 4   Clustering and Differences in Averages

Groups		(1)	(2)	(3)	(4)	(5)	(6)
Group 1	Average	−0.3168125	0.2034306	−0.6437870	−0.2159839	−0.3084760	−0.4716181
	Percentage	39.9	39.9	39.9	39.9	39.9	39.9
	Standard deviation	0.75168253	0.62726112	0.96470417	0.64743233	0.90439244	1.01896342
Group 2	Average	0.1841461	−0.0317208	0.6066639	−0.4898942	0.4227192	0.3365261
	Percentage	44.6	44.6	44.6	44.6	44.6	44.6
	Standard deviation	0.49394911	0.67132575	0.59065039	0.43425496	0.85951869	0.47033626
Group 3	Average	0.1547757	−0.0485494	0.1521262	1.9827618	0.0457939	−0.3155177
	Percentage	15.5	15.5	15.5	15.5	15.5	15.5
	Standard deviation	0.59847396	0.64596174	0.84141176	0.37986146	0.84818614	1.08174509
Total	Average	−0.0200498	0.0593845	0.0378843	0.0024817	0.0729039	−0.0865935
	Percentage	100	100	100	100	100	100
	Standard deviation	0.66739240	0.65834726	0.98196502	1.00478273	0.93534177	0.91387195

Notes   Factors: (1) actively aware, (2) generally aware, (3) environmental dimension, (4) choice preference, (5) ethics, (6) responsible behaviour.

haviour in the search for greater pleasures of achievements that bring hedonic rewards and indicate the status of the individual; in addition, the search for pleasures can have a detrimental effect on the environment due to permissive energy consumption.

Group 2: Active Responsible Consumers
The second group consists of those better informed and more aware of the environmental impact of consumer products, with a higher average in the environmental dimension, ethics and responsible behaviour factors. Therefore, those who are actively responsible for the environment are included in the second group because they have a high level of awareness and, when choosing a hotel, the hotel's environmentally conscious practices are important to them, with great emphasis on the relationship with the environment and society. Among the preferences, the priorities are safety, an environmentally friendly hotel and quality of services. They often behave in an environmentally responsible manner and more often express their opinion about the quality of the services and the environmental practices of the hotel, and they feel more morally responsible for their environmental behaviour. This group of consumers was the largest of the three groups and is defined as the most en-

vironmentally responsible in terms of factor values.

The results show that this group is represented in 44.6% of all units, which indicates an increase in responsible behaviour in tourism. This group of consumers is the most desirable, so many researchers are working to gain an in-depth understanding of the key drivers of responsible behaviour in tourism in various fields. Environmentally concerned individuals may be very effective in reducing their environmental impact, as they are well informed about the impact of consumption on the environment (Bord et al., 2000).

Group 3: Pragmatic Responsible Consumers
In the third group, represented in 42% of all units, the choice preference factor has the highest average value, deviates from the average factor values. This group also has a pronounced active awareness which is lower than that of the members of the second group. They also differ in the fact that their decisions are less influenced by environmental concerns than those of the second group. They adapt their behaviour primarily to their well-being and are pragmatic in their environmental behaviour. They express an attitude of importance towards the environmental practices of the hotel, but not as clearly as the second group, where they consider the attitude towards nature to be more

important than the attitude towards society. They do not have a common priority when choosing a hotel. They rarely behave in an environmentally responsible manner and have a moderate moral responsibility for environmental behaviour. This group is numerically smaller so that conclusions can be discussed. The fact is that the welfare of this group of consumers is paramount, and this could also be linked to responsibility towards themselves.

Many researchers note inconsistencies between what consumers say about the importance of ethical consumption and actual purchases. Environmental concerns are not always reflected in pro-environmental consumer behaviour, which is influenced by routine, preferences, lifestyle, economic motives, and so on. In these cases, consumers base their behaviour only on personal preferences and advantages over environmental protection and respond pragmatically. In view of this, ethical concerns seem to have limited influence on reducing environmental impact when lifestyle effects prevail. This is because environmentally responsible consumption is characterised as a highly complex form of consumer behaviour where there is a gap between consumers' positive attitudes towards the environment and actual purchasing behaviour.

The questionnaire also included socio-demographic variables, but these were generally found to be poor indicators of responsible behaviour and also in our study there are no significant differences between the identified groups. Stronger attitudes are observed anly among older people or people with higher education. Nevertheless, it should be pointed out that responsible decisions and actions depend not only on individual characteristics, but also on the characteristics of the whole family on holiday. Often, the decision-making process can be considered in terms of the entire household rather than individual members (Kubicek et al., 2010).

Discussion and Conclusions
Tourists rarely make environmentally responsible choices of holiday with the specific intention of keeping their environmental impact low (McKercher et al., 2014 Juvan & Dolnicar, 2014), but there are still groups that behave responsibly. Responsible tourists want to act in accordance with their sense of responsibility for the impact of their holiday, but they also want to enjoy themselves, have fun and relax. They make compromises, some focus on the environmental impact of their holiday and therefore do not fly, others promote the economic benefits of their holiday by staying in locally owned accommodation or using local currency, while still others work hard to comply with local cultural norms. Responsible behaviour in tourism is maintained by high levels of hedonic reinforcement, such as the effects of pleasure, entertainment, well-being, unique experiences etc. In addition to these direct resources of personal drivers, there are also other influential factors that are variable in nature, such as social confirmation, personal safety, simplification of travel planning routines, comfort, and satisfaction, which varies among situations. Tourism providers and managers need to understand the motives that guide environmentally (ir)responsible tourism consumers, and they need guidance on how to increase environmentally conscious tourism behaviour.

The analysis of tourist behaviour indicates the behaviour of current and future tourists. The central contribution of the present study is that it provides empirical evidence that different specific responsible behaviours of tourists depend on various specific individual and situational factors. This study confirms the importance of individual responsibility as a relevant value for environmentally sustainable tourism experiences in diversity within the broader category of nature and socially responsible tourists. Based on consumer characteristics, we identified different types of (ir)responsible consumers who assign a different value to the importance of environmental attributes of hotel services, preferences, and moral responsibility with respect to environmental responsibility. The segmentation results revealed three types of responsible consumers. We named them actively responsible, pragmatically responsible, and irresponsible consumers. Actively responsible and pragmatic responsible consumers are aware of the impact of tourism on the environment in a broader sense (natural and social) and differ in their behavioural and moral dimensions. Actively responsible tourism consumers take

responsibility and feel morally responsible for their actions, while pragmatic consumers adapt their actions to their preferences and circumstances during the holiday, while the unaware and irresponsible tourist remains a challenge for providers. Each of the identified consumer groups provides opportunities for further research.

Researching tourist behaviour is a key factor in planning tourism services, following the argument that analysing behaviour reveals strengths, weaknesses, and opportunities in developing, marketing, and implementing tourism products (Cohen et al., 2014). In addition, each identified type will allow management to better understand and develop, implement, and adapt effective interventions that will have an impact on their environmentally responsible behaviour. These different types of consumers are thus of great importance when hotel management is planning operational improvements, marketing strategies, and other sustainable development initiatives. For example, actively responsible tourists are a valuable segment because their opinions, impressions, and responses are a useful source of information for improving the offering. They are more critical in their responses, so their impressions should be monitored through various internal channels and public platforms to conduct further research that benefits tourism providers. To bring about systemic quality change, tourism providers need to incorporate consumer collaboration and communication into their sustainable development programmes.

The managers of the tourism sector should develop marketing practices for tourism that prioritize the aspect of sustainability, manifested in respect for others, society and nature, by adopting the segmentation strategy based on tourists' responsibility. Tourism marketing managers should therefore launch promotional campaigns that adapt to each segment. Other practical recommendations can be derived from this study for the development of measures to recognize and encourage more environmentally conscious behaviour among tourists. For example, hotel and destination managers could offer collaborative programmes that help co-create greener services and experiences or implement measures that introduce a

sense of responsibility that could be developed as a direct reminder during their travel or stay. Such exposed approaches include providing information that demonstrates sustainable alternatives can have the same qualities as other vacations, while highlighting the benefits of social platforms or traditional forms of communication to educate and raise awareness (Juvan et al., 2016). The measures could be implemented in all purchasing processes, before arrival at the destination, during the hotel stay, and after departure. The efficient initiative would have a positive economic impact, but also bring other benefits in terms of environmental sustainability, social responsibility, and brand recognition. Consequently, it is important to provide tourists with a sense of personal responsibility for the impact of their vacation (Miller et al., 2010).

There are several limitations to this study, particularly in relation to a closed-ended questionnaire that does not provide interpretations of individual understanding of environmentally responsible behaviour in tourism to gain a deeper insight into perceptions and the relationship between the underlying factors of moral values, awareness, preferences, and behaviour. Moreover, the behavioural aspect of values is difficult to measure as it often shows that the individual's perception leads to a bias regarding social desirability. External barriers are stronger than internal knowledge and motivations in hindering tourism environmental behaviours (Tanner et al., 2004). Moreover, most consumers continue to rank other aspects such as price and quality higher than environmental and social attributes in their travel decisions (Miller et al., 2010). Indeed, there is much evidence of a disconnect between the attitudes of responsible consumers and their actual behaviours; this disconnect is often referred to as the relationship-behaviour gap (Juvan & Dolnicar, 2014; Hall et al., 2016).

Finally, the main barrier to responsible tourism consumption advocates seeking positive behaviour change is the 'attitude-behaviour gap,' in which consumers affirm that ethical standards are important to them in their consumption practices, but few consider these standards in their actual purchasing decisions (Bray et al., 2011). Despite the importance of the attitude-behaviour gap to prospects for responsible

or sustainable tourism consumption, it is important to explore how and whether the gap can be bridged. This topic deserves further attention, as do the situational factors that may hinder ethical consumption. This represents a knowledge gap in tourism, but also more generally (Bray et al., 2011).

This article contributes to the growing literature on understanding responsible tourism behaviour. It offers insights into the differences between the various levels of responsibility in tourism. Such an outcome should encourage policy makers and tourism managers to be responsive to active and pragmatic responsible tourists and use their opinions to improve their offerings to create greener and more sustainable activities as well as behavioural changes among tourists (Font & McCabe, 2017). Rather than focusing on environmentally conscious messages in their practices and campaigns, our findings should encourage them to promote and support responsible values and behaviours. Responsible behaviour is a powerful response, both on the part of tourists and tourism management, that leads to more responsible consumption and production in tourism.

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