



7<sup>TH</sup> INTERNATIONAL CONFERENCE

# Actual Economy

SOCIAL  
CHALLENGES  
AND FINANCIAL  
ISSUES IN XXI CENTURY



**ACE:FIIS**  
**@ 2017**  
Saint-Petersburg.RU

CO-ORGANIZED BY:

FACULTY OF MANAGEMENT SCIENCE  
SUAN SUNANDHA RAJABHAT UNIVERSITY,  
BANGKOK, THAILAND

PETER THE GREAT POLYTECHNIC  
UNIVERSITY, S.-PETERSBURG, RUSSIA

CO-SPONSORED:

UNIVERSITY OF ECONOMICS IN BRATISLAVA, SLOVAKIA

TABLE OF CONTAIN

Conference agenda	7
<b>Chapter 1.</b>	
<b>Problems of economic integration and SME development in ASEAN region</b>	19
Equity and efficiency: factors of interdependence in modern social and economic dynamics	
<i>Prateep Wajeetongratana</i>	20
Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities	
<i>Kunphattra Patarapongsathon</i>	25
Management style and Employee's Job Satisfaction (the case of Local and International hotels chains in Thailand)	
<i>Chanpen Meenakorn</i>	29
Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists	
<i>Thammamonr Khunrattanaporn</i>	36
Affecting Factors of the Palm Oil Price and AEC Trade Impact	
<i>Pichamon Chansuchai</i>	43
Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Thai Movies Presented in EGV Seacon Bangkae cinema	
<i>Pongsawee Supanonth</i>	48
Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province	
<i>Sakapas Saengchai</i>	52
Factors Affecting the Organizational Performance of Direct Sales Business in Thailand	
<i>Nattapong Techarattanased</i>	57
Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand	
<i>Bundit Pungnirund</i>	64
An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand	
<i>Wanida Suwunniponth</i>	70
Insuring Consumption Against The Health Shocks: A case of Thailand	
<i>Yuthapoom Thanakijborisut</i>	76
Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)	
<i>Rewadee Waiyawassane</i>	80
Digital economy as a factor of Small Medium Enterprise Empowering (the case of Indonesia)	
<i>Supaporn Prajungsai Somtop Keawchaer</i>	85

## **Actual Economy: Social Challenges and Financial Issues in XXI century**

---

The Model of Ethical Standard for Communication Arts Students		
	<i>Supralee Wattanasin</i>	90
Thailand Contemporary History of Newspaper: From the Revolution to Reformation Era		
	<i>Surasit Vithayarat</i>	94
<b>Chapter 2.</b>		
<b>International labor market development and modern HR-practices</b>		99
Gender Pay Gap of the Thai Labor Market		
	<i>Siriwan Saksiriruthai</i>	100
Corporate organizational management in modern innovative business		
	<i>Punrapha Praditpong</i>	
	<i>Supaporn Wimonchailerk</i>	103
Entrepreneurial Leadership and Effective Management in tactical development of SME (the case of Thai silk industry)		
	<i>Preecha Pongpeng</i>	107
National Human Resource Development Strategy in context of ACE formation		
	<i>Routsukol Sunalai</i>	111
Foreign Labor Force as a reason for National budget Loss (the case of Indonesia)		
	<i>Kanokwan Kaewprasert</i>	114
International Labor Migration as a Factor of Economic Growth		
	<i>Prapoj Na Bangchang</i>	117
Urbanization as a factor for ASEAN economic development (example of Indonesia)		
	<i>Ladaporn Pithuk</i>	120
Innovative Approaches to Cooperation within the Innovative Education Chain		
	<i>Chin Tangtarntana</i>	126
The Comparison of Saving Factors in the Employed Population		
	<i>Varangkana Chitraphan</i>	128
School performance and Financial Adequacy: Evidence from Thailand		
	<i>Runglaksamee Rodkam</i>	131
Economic regulation in terms of the multinational entrepreneurship development		
	<i>Wipanee Maen-in</i>	133
Innovations in Thailand banking Industry development: unlimited source or endless problems		
	<i>Charawee Butbumrung</i>	139
Mathematics in Economic Analysis: What is its Role?		
	<i>Pittaya Klongkratoke</i>	142
The Marketing Communication Strategy of Thai film: Case of GTH's Studio		
	<i>Prakaikavin Srijinda</i>	144

**Chapter 3.**

<b>Tourism and service markets' development: issues, problems and solutions</b>	147
Destination Branding As A Tool For Effective Tourism	
Macro-Marketing (The Case Of Bangkok, Thailand)	
	<i>Pisit Potjanajaruwit</i> 148
Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand)	
	<i>Supattra Kanchanopast</i> 153
Cashless Payment: new technologies Application in Thai tourism industry	
	<i>Ratsamee Ratana-u-bol</i> 156
Mega-event promotion and organization as tools of National Image-Building	
	<i>Narong Anurak</i> 160
Travelers' Motivation: impact of information factors in Tourists Visiting Intentions	
	<i>Nareenad Panbun</i> 163
Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)	
	<i>Phakit Treesukol</i> 167
Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence	
	<i>Suwimol Apapol</i> 171
Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho	
	<i>Poramatdha Chutimant</i> 176
Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia	
	<i>Siri-Orn Champatong</i> 182
Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand	
	<i>Mananya Meenakorn</i> 189
International Business Trends Under Impact Of Innovative Modernization	
	<i>Somchai Buaroong</i> 193
Economy of Thailand North-East (Isarn): local advantages and global prospects	
	<i>Suvimon Wajeetongratana</i> <i>Huda Wongyim</i> 196
News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok	
	<i>Wiroj Srihirun</i> 200
Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province	
	<i>Niracharapa Tongdhamochart</i> 205

## Actual Economy: Social Challenges and Financial Issues in XXI century

Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand <i>Siridej Sirisomboon</i>	207
<b>Chapter 4.</b>	
<b>New sources for effective economic and social development</b>	210
State-of-the-Art and further developments in Business Model Research for Industry 4.0 <i>Richard Stechow, Magdalena Mißler-Behr</i>	211
An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0 <i>Katharina Hobusch, Magdalena Mißler-Behr</i>	217
Methodological Features Of Modeling GRP Production In The Northern And Arctic Regions <i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	222
Estimation of projected changes in the geological environment that affect the economy: new formulation of the problem and results of the study <i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	226
Corporate tax as a direct tool for supporting the public sector in the Slovak Republic <i>Jana Kušnírová</i>	229
City as an Object of Ecological and Economic Researches: the Example of Russian Cities <i>Shcherbakova Nadezhda Viktorovna, Khaikin Mark Mikhailovich</i>	232
Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory <i>Mokeeva Tatiana Vasilievna</i>	235
Investments in human capital: Effectiveness of investment in higher education in Russia <i>Y.Y. Kuporov, EA Avduyevskaya</i>	236
Aspects of Globalization Impact on Economic and Financial Processes <i>Volkova Nadejda V., Guzikova Ludmila A., Olga S. Nadezhina</i>	240
A Model Of Economic Growth, Including Taxation And Public Sector <i>Chernogorskiy Sergey A., Shvetsov Konstantin Vladimirovich</i>	241
<b>Chapter 5.</b>	
<b>National eco-social system progress: challenges and promising</b>	243
Illicit Capital Flow: Evaluation And Forecasting <i>Guzikova Ludmila, Lukevich Igor, Smirnova Olga</i>	244
Optimization of the Innovation Process Management at a Manufacturing Enterprise <i>Daniel S. Demidenko, Ekaterina D. Malevskaia-Malevich, Yulia A. Dubolazova</i>	247
Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability <i>Sokolitsyn Alexander Sergeevich, Ivanov Maxim Vladimirovich, Sokolitsyna Natalya Alexandrovna</i>	256

Contradictions In Regional Innovative Activity And Ways To Overcome Them		
	<i>Degtereva Victoriia, Goncharova Natalia</i>	260
Electronic Tax Administration: Development Trends	<i>N.G. Victorova, E.N. Yevstegneev, D.U. Yablokov</i>	260
Assessment of the Housing Policy Efficiency in Russia	<i>L.A. Guzikova, A.V. Bataev, E.V. Plotnikova</i>	262
Problems of Trade Financing in the Russian Federation	<i>L.V. Nikolova, M.D. Velikova, P.S.Serov</i>	265
Environmental protection by environmental taxes	<i>Juraj Válek</i>	268
The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic	<i>Marcela Rabatinová</i>	272
Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity	<i>Kovaleva E.A., Bogacheva T.V., Kutlyeva G.M.</i>	276
<b>Chapter 6</b>		
<b>Actual economy: local solutions for global challenges</b>		279
The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union	<i>Gonda Vladimír, Adamovský Peter</i>	280
Assessing The Impact Of Fossil Fuel Production On Territorial Economic Development	<i>O. E. Kichigin</i>	283
The Microeconomic and Macroeconomic Contexts of Remittances	<i>Magdaléna Přivarová, Andrej Přivara</i>	286
Impact of fiscal measures on the costs and consequences of unemployment	<i>Marta Martincová</i>	288
Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle	<i>Ján Lisý</i>	291
The Sustainable Economic Development Of Kazakhstan Through Improving Ecological State Of The Country	<i>I. Onyusheva, S. Kalenova, R. Nurzhaubayeva</i>	293
Comparison Of The Monetary Policy Of The Visegrad Four Countries In Terms Of Its Impact On The Economic Cycle	<i>Veronika Piovarčiová</i>	296
Human capital as an important aspect of the green economy	<i>Anufriev Valery, Kaminov Aitkali</i>	299
Evaluating The State Of Eco-Economy Of Kazakhstan	<i>S. Kalenova, I. Onyusheva, G. Yerubayeva</i>	301
How Taxation Affects Financial Decisions of a Firm in an Open Economy	<i>S.A. Chernogorskiy, K.V. Shvetsov, L.L. Pokrovskaya</i>	304

<b>Chapter 7.</b>		
<b>Environmental issues of global economy development</b>		305
Assessment of the reproduction process of agricultural enterprises		
	<i>M. F. Tyapkina, E.A. Ilina</i>	306
Key Performance Indicators in the Public Procurement Management: National Aspect		
	<i>E.Zolochevskaya, E.Popova, E.Medyakova</i>	310
The Activation Of The Investment Process In The Agrarian Sector Of The Republic Of Crimea		
	<i>Mochalina Olga Sergeevna</i>	314
Adaptability as a Tool for Managing an Enterprise in a Turbulent External Environment		
	<i>Alexey Shmatko, Valery Yanovskiy, Lubov' Shamina</i>	314
Change Of Financial Behavior Paradigm Of The Stock Market Subjects		
	<i>Kostyntine Malyshenko, Vadim Malyshenko, Elena Ponomareva</i>	319
Assessment of conditions of stationary state of the cities in the region due to the system approach		
	<i>Pakhomova Anna Ivanovna, Buryakov Stepan Anatolyevich, Degtyaryova Tatiana Viktorovna</i>	322
Public-private partnership as a tool for sea-ports' investment attractiveness increasing		
	<i>Ostovskaya Anastasiya Andreevna</i>	326
Attractiveness of the Arctic zone and the northern territories of Russia for migrants		326
	<i>Druzhinina Irina, Kurushina Elena, Kurushina Victoria</i>	
Government expenditures on education in The XXI century: quantitative evaluation and Limits of rationality		
	<i>Kharchenko Ivan, Kharchenko Lana</i>	330
Effective management of coal industry as a condition of rational subsoil		
	<i>Aliya Medebayeva</i>	334
MNCs as a factor for governance modernizing in XX century		
	<i>Denis Ushakov</i>	335
Small and Medium Business Owners and Constructs of Entrepreneurs: A Case Study of Thai Business Owners in Southern California, USA		
	<i>Yingsak Vanpetch, Mahachai Sattayathamrongthian</i>	340

## Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)

Phakit Treesukol

Faculty of Management Sciences  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand

### Abstract

With the number of Russian tourists who visited Thailand increased from 336,965 in 2009 to 634,312 in 2015, it is significant to find out how Russian visitors evaluate the quality of different facets or attributes of a destination image of a major tourist city like Pattaya.

The purposes of the study are to: 1) identify Russian tourists' demographics and travel patterns; 2) examine Russian tourists' motivation to take the Pattaya area trip; 3) examine the level of importance of information sources; 4) identify the level of satisfaction of Russian tourists on their travel experience on the Pattaya area attributes; and 5) examine the intention to return and willingness to recommend the Pattaya area and Thailand. The findings will demonstrate correlation of both push and pull factors. Family and/or friends and the Internet are expected as important sources in trip decision making. The findings will demonstrate how Russian tourists are generally satisfied with the Pattaya area's attributes, and show the desire to revisit and recommend Pattaya and Thailand as travel destinations.

### Introduction

Tourism is one of the most significant economic contributors to communities, countries, and the world as a whole. A large number of communities around the world have developed into tourist destinations in order to draw income from tourism activities. However, tourism has not only brought economic benefits, but also environmental impacts that burden the local ecological system. The environmental and ecological impacts caused by the tourism industry on communities call for more environmental-friendly behavior by tourists. McKecher (1993) proposed that tourists have an innate tendency to over-consume resources in a temporary place. As a result, natural resources are over-consumed during the high season when the number of tourists is higher than the carrying capacity of the place. Miller et al. (2010) suggested that tourist expectations for an entitlement and the "right to holiday" acts as a barrier to pro-environment attitudes and behaviors.

Several conceptual approaches of change agents of environment-friendly behavior can be identified: learning, emotional attachment and ownership of property. It is often suggested that sustainable tourism is a question of learning. For instance, eco-tourism or nature-based tourism makes tourists more aware of the environmental problems of tourism and can change their attitudes towards environment-friendliness. Dolnicar et al. (2008) suggested that the concept of regional identity or place attachment is a ground for the pro-environment behavior of tourists. The place attachment of visitors increases their intention of returning to the destination in the future, thus rendering them more concerned about preserving the environment of the place.

The objective of this research is to provide insights for local communities in order to set conditions that facilitate environmentally friendly behavior by visitors. We study possible factors that encourage tourists to be more environmentally friendly. We examine whether international visitors' pro-environmental behavior can be influenced by the experience of nature-based tourism, destination attachment and the ownership of property at the destination.

We also examine whether visitors are obstructed from exhibiting pro-environment attitudes and pro-environment behaviors by infrastructural and individual barriers.

### Literature review

Kollmuss & Agyeman (2002) defined pro-environment behavior as a behavior that consciously seeks to minimize the negative impact of one's actions on the natural and built world. Eagly & Chaiken (1998) defined an attitude as a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. A pro-environment attitude is therefore defined as a positive evaluation of performing a particular act towards environmental conservation.

There is currently no consensus in the literature as to whether tourists hold a pro-environmental attitude or are indifferent toward environmental protection. A majority of studies point to the widespread indifference of tourists toward environmentally-friendly conduct. Miller et al. (2010) identified several studies that concluded that tourists are mostly ignorant of the impact of their behavior on the local environment (e.g., Association of British Travel Agents 2002; Becken, 2007; Bohler et al. 2006; First Choice, 2005; Gosling et al., 2006). This all suggests that currently pro-environment behavior for tourism is generally low, although a new breed of tourists seems to show more environmental concern. Studies that have identified pro-environmental attitudes of tourists include Dodds et al. (2010), who studied tourists visiting Koh Phi Phi in Thailand and Gili Trawagan in Indonesia. The majority of tourists in their study expressed a willingness to pay tax to help fund initiatives for environmental and social protection. Page (2009) claimed that 'new' tourism is characterized by more experienced travelers who have a growing concern about the environmental impact of their holidays on the place they visit.

However, the literature review implies that the "old" form of tourism still remains common in the package holiday market (Page, 2009). Therefore, central to the argument for sustainable tourism is the behavioral or attitudinal change of tourists. Three possible drivers of change can be identified: experience, attachment and ownership. Theoretically, experience facilitates a learning process towards attitudinal change; attachment is based on a bonding process that creates emotional affinity and empathy with a destination, and ownership of property at a destination provides an economic rationale for a pro-environmental attitude of a tourist.

Hypothesis 1: Nature-based tourism experience increases visitors' pro-environment attitudes.

Hypothesis 2: Destination attachment increases the pro-environment attitudes of visitors.

Hypothesis 3: Ownership of property increases visitors' pro-environment attitudes.

Hypothesis 4: Pro-environment attitude is positively correlated with pro-environment behavior.

Hypothesis 5: Individual barriers negatively influence visitors' pro-environment attitudes.

Hypothesis 6: Infrastructure barriers negatively influence visitors' pro-environment attitudes.

Hypothesis 7: Infrastructure barriers negatively influence visitors' pro-environment behaviors.

### Research Methods

Initial in-depth interviews with industry experts and 15 international tourists in Thailand were conducted to examine the appropriateness of the measures. International tourists were approached on a convenience basis with an attempt at obtaining a balanced mix of demographics. Five questions were used to measure nature-based tourism experience. One question asked whether a respondent has been engaged in different types of nature-based tourism activities, and four questions examined the frequency of involvement with nature and activities related to nature. The four questions were based on definitional features of sustainable tourism and ecotourism compiled by Dolnicar et al. (2008). A Likert scale of 1-5 was used to measure the level of frequency of involvement in nature-based tourism. The Cronbach's alpha for the resulting scale of 0.75 is acceptable, while the new item indicating "interaction with native people" was slightly above 0.5 on the scale.

The destination attachment of visitors is measured by six questions, of which four were drawn from the work of Vaske & Kobrin (2001) and one from Yuksel et al. (2010).

Measurements were made on physical and social attributes. Physical attachment includes aspects such as natural attractions and climate conditions. "Interaction with local people", occasionally discussed in literature, came out as a principal source of attachment in the pilot test. Thus, the item - "I have an emotional attachment with the local people" - was added to capture the social attribute of place attachment in this study. A Likert scale of 1-5 was used to measure the level of destination attachment. Results showed a high degree of reliability with a Cronbach's alpha of above 0.9.

Questions on pro-environment attitudes and behaviors are designed to measure international visitors' level of concern for the environmental conservation and natural resource consumption. They were further subdivided into five major areas of concern, namely: 1) CO<sub>2</sub> emission from tourism activities, 2) environmental protection at tourist destinations, 3) natural resource consumption by tourists, 4) environmentally friendly tourism products, and 5) local environment conservation initiatives and activities. Each of the above issues was selected from studies by various researchers, specifically: "CO<sub>2</sub> emission surcharge on air travelling" (Brouwer et al., 2008), "environmental-friendly products by tourism suppliers" (Lee & Moscardo, 2005), "tax to protect the natural environment" (Dono et al., 2010; Dodds et al., 2010), and "metering in hotels" (Miller et al., 2010). Two questions were created after satisfactory review by industry experts. They are: "foreign visitors should be role models for locals in taking care of the environment", and "visitors should inform the local authority if they see natural resources being damaged". A Likert scale of 1-5 was used to measure the level of pro-environment attitude. Nine questions on visitors' pro-environment behaviors were designed based on common environmentally-friendly behaviors found in literature, namely: recycling, water and energy conservation, use of eco-friendly products (Lee & Moscardo, 2005), sorting/recycling trash (Vaske & Kobrin, 2001), reduction of CO<sub>2</sub> emissions while traveling (Miller et al., 2010). A Likert scale of 1-5 was used to measure the frequency of their pro-environment behaviors.

From the survey, the scales for both pro-environmental attitudes and pro-environmental behaviors have an acceptable degree of reliability with a Cronbach's alpha of 0.84 and 0.76 respectively.

Situational barriers were measured based on eleven aspects. The items were divided into two types: individual barriers and infrastructure barriers. Questions on infrastructure barriers relate to the following issues: lack of information (Fietkau & Kessel, 1981; Blake, 1999; Hines et al., 1986; Miller et al., 2010), lack of pro-environment products (Blake, 1999; Hines et al., 1986), lack of infrastructure (Fietkau & Kessel, 1981; Kollmuss & Agyeman, 2002).

Individual barriers included lack of time (Blake, 1999), locus of control (Hines et al., 1986; Blake, 1999), entitlement to holiday (Miller et al., 2010), egoistic orientation (Stern, 1993), individualism (Blake, 1999), and being influenced by different social norms (Ajzen & Fishbein, 1980). The Cronbach's alpha of 0.9 for infrastructural barriers is high while for individual barriers, reliability is considerably lower.

Property ownership refers to titles on houses, apartments, condominiums and others.

Questions about ownership of property at the destination cover both real ownership as well as the intention or desire for ownership. This was done in order to determine attitudes rather than to test the ability to buy property, since property ownership is correlated with the individual wealth of a respondent. In this way, tourists with insufficient funds are given the opportunity to rate the degree of their desire to own property at the holiday location. Finally, several demographic characteristics of the respondents are recorded.

The target population of this study is Russian visitors aged 17 years and above who have stayed in Thailand for a minimum of one night to a maximum of one year on each visit. International visitors are divided into two major groups: those with property and those without property (in Thailand). The sample was recruited separately in order to balance the number of respondents in each group (quota sampling). Within each group, recruitment was conducted randomly. The main survey conducted in Pattaya from mid-October to mid-December 2011 was self-administered and based entirely on self-reporting.

The initial sample consisted of 330 respondents, but only 300 questionnaires were valid.

### **Conclusion And Further Research**

Tourists' pro-environment attitudes are negatively influenced by their own psychological barriers such as a "vacation mindset", and perceived lack of environmental responsibility.

These psychological barriers negatively affect their pro-environment attitudes and are hindrances to sustainable tourism. This research has found that destination attachment, and nature-based tourism experiences are significant factors that directly or indirectly influence visitors' pro-environment attitude, which will in turn influence their behavior. The tourism industry offers perspectives for sustainable tourism. Common marketing wisdom guides the

path forward: relationship management and customer retention. Pro-environmental attitudes build over time when tourists become attached to a place. This requires working with tourists continuously; encouraging them back to the same place and letting them participate in the local community. Many countries make it difficult or impossible for foreigners to purchase local property. Being able to purchase property renders visitors more involved and responsible, strengthening the protection and sustainability of the environment.

While psychological barriers of general tourists are subjective matters which are difficult to improve, authorities at local destinations can nonetheless establish measures which will improve the environment in the shorter term by providing more pro-environment facilities, infrastructure, products, and effectively communicating the availability of such products and services to the tourism markets.

This study identifies or confirms emotional attachment as a central motivator for the eco-friendly attitudes and behavior of tourists. The process under which tourists develop this place attachment must therefore be examined further. It will also be useful to study how eco-learning can be integrated into tourism, and how governments can establish effective mechanisms for promoting nature-based tourism.

### References

- Ajzen, I. & Fishbein, M. (1980) *Understanding attitudes and predicting social behavior*. Prentice Hall, Englewood Cliffs, New Jersey.
- Association of British Travel Agents (2002) Holiday Survey. London: IPSOSMORI/ABTA
- Becken, S. (2007) Tourists' perception of international air travel's impact on the global climate change policies. *Journal of Sustainable Tourism*, 15 (4), 351-368.
- Blake, J. (1999) Overcoming the "value-action gap" in environmental policy: tensions between national policy and local experience. *Local Environment*, 4 (3), 257-278.
- Bohler, S., Grischkat, S., Haustein, S. & Hunecke, M. (2006). Encouraging environmentally sustainable holidays travel. *Transportation Research Part A*, 40, 652-670.
- Brouwer, R., Brander, L., & Beubering, P. (2008) "A convenient truth", air travel passengers' willingness to pay to offset their CO2 emissions. *Climate Change* 90, 299-313.
- Burgess, J., Harrison, C. & Filius, P. (1998) Environmental communication and the cultural politics of environmental citizenship. *Environment and Planning A*, 30, 1445-1460.
- Byrd, E. (2007) Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62(2), 6-13.
- Dodds, R., Graci, S. R. & Holmes, M. (2010) Does the tourists care? A comparison of tourists in Koh Phi Phi, Thailand and Gili trawangan, Indonesia. *Journal of Sustainable Tourism*, 18 (2), 207-222.
- Dolnicar, S., Crouch, G. I. & Long, P. (2008) Environment-friendly tourists: what do we really know about them? *Journal of Sustainable Tourism*, 16 (2), 197-210.
- Dono, J., Webb, J., & Richardson, B. (2010) The relationship between environmental activism, pro-environmental behavior and social identity. *Journal of Environmental Psychology*, 30, 178-186.
- Duerden, M. D. & Witt, P. A. (2010) The impact of direct and indirect experiences on the development of environmental knowledge, attitudes and behavior. *Journal of Environmental Psychology*, 30 (4), 379-392.
- Eagly, A.H., and Chaiken, S. (1998) "Attitude Structure and Function." In Handbook of Social Psychology, ed. D.T. Gilbert, Susan T. Fiske, and G. Lindzey, 269-322. New York: McGraw-Hill.
- EAA & ATON (2000) *Nature and Ecotourism Accreditation Program* (2nd ed.)
- Brisbane : Ecotourism Association of Australia and Australian Tourism Tour operators Network.
- Fietkau, H.-J. & Kessel, H. (1981) *Umweltlernen: Veraenderungsmoeglichkeiten des Umweltbewusstseins*. Modell-Erfahrungen. Koeningstein, Hain.
- First Choice (2005) *Responsible tourism - who cares?* Crawley: First Choice.
- Gossling, S., Bredburg, M., Randow, A., Sandstrom, E. & Svensson, P. (2006) Tourists perceptions of climate change: A study of international tourists in Zanzibar. *Journal of Sustainable Tourism*, 9 (4/5), 419-433.