

A model of tourists' civilized behaviors: Toward sustainable coastal tourism in China

Jia Liu^{a,b,*}, Keke An^a, SooCheong (Shawn) Jang^c

^a Management College, Ocean University of China, 238 Songling Road, Qingdao, 266100, China

^b Main Research Base of Humanities and Social Sciences in the Ministry of Education, Institute of Marine Development of Ocean University of China, 238 Songling Road, Qingdao, 266100, China

^c School of Hospitality and Tourism Management, Purdue University, Marriott Hall, 900 W. State Street, West Lafayette, IN, 47907, United States

ARTICLE INFO

Keywords:

Norm activation model
Theory of planned behavior
Civilized tourism behavioral intention
Sustainability
Coastal tourism

ABSTRACT

Ensuring that tourists behave in a civilized manner is critical to maintaining the competitiveness of tourism destinations. Hence, the purpose of this study is to understand which factors lead tourists to behave in a civilized manner at tourism destinations in order to increase the sustainability of coastal tourism. This study proposes a theoretical framework for civilized tourism behavioral intentions by aggregating two social science theories: the norm activation model (NAM) and the theory of planned behavior (TPB). The results indicate that attitudes, subjective norms, and personal norms play a significant role in driving civilized behavioral intentions, with personal norms mediating subjective norms and intentions. Furthermore, the study suggests two effective paths that could likely drive tourists toward positive and civilized behaviors at coastal destinations by utilizing fuzzy set qualitative comparative analysis (fsQCA). Theoretical and practical implications are also discussed.

1. Introduction

Coastal tourism has increasingly become a focus for the growth of China's marine economic development under the Maritime Power Strategy and the Maritime Silk Road National Campaign of 2013. The added value of the coastal tourism industry in China reached 1607.8 billion Chinese Yuan in 2018, which accounted for 47.8% of the added value of the major marine industries in China (Ministry of Natural Resources of the People's Republic of China, 2018). It is worth noting that coastal areas are key destinations for tourists and recreational activities typically related to coastal tourism, such as surfing, sunbathing, seaside camping and so on. However, even though coastal areas such as beaches are vital resources, it is not uncommon to see tourists throw garbage into the sea, spit on the beach, inscribe or scrawl graffiti onto seaside walks, and other similar behaviors (Fenghuang, 2013). These behaviors often lead to beach pollution and ruin tourism facilities, especially during tourist seasons (Liu & Liu, 2018).

Indeed, coastal tourism is currently facing huge challenges regarding how to balance environmental problems and tourist activities (Papageorgiou, 2016). Specifically, tourists' uncivilized behavior is an increasing concern for China. In fact, the dramatic increase in Chinese outbound tourists has generated some negative media reports about uncivilized behavior (Zhang, Pearce, & Chen, 2019). For example,

Youth (2018) pointed out several types of uncivilized tourist behaviors such as littering, unhygienic toilet practices, smoking in public areas, fighting for seats, cutting in queues, talking loudly, taking photos in religious places without approval, etc. Qiu (2016) indicated that these uncivilized behaviors could not only hurt the sustainable development of tourism destinations but also damage the image of Chinese tourists. In fact, it could be argued that tourism is rooted in social and cultural foundations and also promotes social civilization and progress (Yan, 1989). Hence, it is important for destination managers to successfully guide tourists toward behaving in a civilized manner at destinations.

In order to achieve this goal, it is critical to understand which factors facilitate civilized tourism behaviors because there may be many reasons behind these uncivilized tourism behaviors. At the individual level, some people may lack a sense of social and environmental responsibility (Li & He, 2002) and an awareness of public space. At the destination level, there could be a lack of public facilities or clearly communicated rules for tourists (Hu, 2016). Therefore, promoting civilized tourism could be an important factor for countries seeking to improve their competitiveness with international tourists to consider (Wu, 2009).

Along these lines, the Chinese government promoted civilized tourism through a campaign initiated by the China Central Spiritual Civilization Steering Committee in 2006. Further, there are other rules

* Corresponding author. Management College, Ocean University of China, 238 Songling Road, Qingdao, 266100, China.

E-mail addresses: liujia_lemon@163.com, liujia2609@ouc.edu.cn (J. Liu), 2452522307@qq.com (K. An), jang12@purdue.edu (S.S. Jang).

and regulations for civilized tourism in China, such as the 'People's Republic of China Tourism Law' (Mct.gov.cn., 2013), 'Interim Measures for the Administration of Tourism Uncivilized Behavior Records' (Mct.gov.cn., 2016), 'Tourism Market Blacklist Management Measures (Trial)' (Mct.gov.cn., 2018), and 'Requirements and Evaluation of Civilized Tourism Demonstration Zone' (Ministry of Culture and Tourism of the People's Republic of China, 2019). In addition, policies aiming to protect coastal tourism environments such as 'Integrated Coastal Zone Management' (ICZM) and 'National Marine Parks Management' (Marzetti et al., 2016) have also been carried out. Despite these policies, serious environmental issues continue to occur in coastal areas, such as beach erosion, ocean pollution and so on. (Ohno, Mori, Morisugi, & Sao, 2013; Li et al., 2014; Blignaut, Mander, Inglesi-Lotz, Glavan, & Parr, 2016). Indeed, according to Shi et al. (2019) the greatly increasing number of tourists has become a substantial threat to coastal environments in China.

There has been growing interest in civilized tourism in academia as well. However, the research has mostly focused on outbound civilized tourism and behaviors (Huang & Li, 2016; Qiu, 2017; Wu, 2009) and paid little attention to factors that foster civilized tourism behaviors in coastal areas. Due to the increasingly large number of tourists visiting scenic coastal areas in China, it is urgent that coastal tourism destinations understand what guides tourists' civilized behaviors. A deeper understanding of civilized tourism behaviors can contribute to maintaining high-quality environments and enhancing the competitiveness and sustainability of coastal tourism.

The main purpose of this study is therefore to examine which factors drive tourists' civilized behaviors at Chinese coastal tourism destinations. More specifically, the objectives are: (1) to propose a theoretical framework of civilized tourism behavioral intentions at coastal tourism areas; (2) to test the key factors influencing tourists' civilized behaviors; and (3) to suggest motivating strategies to help practitioners guide tourists to behave in more civilized ways.

This study intends to contribute to the tourism industry by deepening the theoretical understanding of coastal tourists' civilized behaviors and suggesting potential policies for coastal destinations. Ultimately, this study is expected to help create high-quality tourism environments, and thus sustainable coastal tourism.

2. Literature review and Hypothesis development

2.1. Civilized tourism behavior

Previous studies have conceptualized civilized tourism behavior in different ways, and there is no single generally accepted consensus. For example, Huang and Li (2016) stated that civilized tourism behaviors are a combination of the civilized behaviors of tourism subjects along with the perceptions, emotions, knowledge, and responsibility associated with civilization in the process of participating in tourism activities. Hu (2016) indicated that civilized tourism behaviors refer to behaviors aligning with laws, regulations, and ethics during the process of tourism activities. In addition, civilized tourism behaviors are also pro-environmental behaviors (Qiu, Fan, & Zhao, 2018), which are actions that protect the environment or minimize the negative impacts of human activity on the environment in either general daily practice or specific outdoor settings (Miller, Merrilees and Coghlan, 2015). When tourists misbehave while traveling, such as spitting, littering, or making noise while eating, these behaviors make other tourists uncomfortable and ultimately makes the tourism environment worse. If a destination is filled with tourists engaging in uncivilized behaviors, other tourists will stay away, and thus sustainable development of the destination will not be possible.

Generally, civilized tourism behaviors refer to the basic manners of tourists at tourism destinations, such as keeping the environment clean and tidy, observing public order, preserving the ecological environment, protecting historical sites and cultural relics, being careful with

the use of public facilities, respecting the rights of other people, showing courtesy to others, and taking part in healthy entertainment. In particular, the Chinese government specified the basic behaviors that tourists are expected to follow in 'Tourism Etiquette Rules for Chinese Citizens Traveling at Home' (China.com.cn., 2006). Extant literature indicated that consumers show favorable attitudes toward pro-environmental behaviors, but they often do not display sustainable actions (Trudel & Cotte, 2009). Similarly, there are discrepancies between what tourists say and do during the course of coastal tourism activities. Accordingly, this study focused on the civilized behaviors of tourists while traveling to scenic coastal areas. This includes several behaviors such as protecting seawater from pollution, keeping the beaches clean, maintaining seaside walks without damage, etc.

In the academic literature, various theories have been applied to explain individuals' environmental behaviors (Berenguer, 2010). Of all these, the theory of planned behavior (TPB; Ajzen, 1991) and the norm activation model (NAM; Schwartz, 1977) are the most widely used to explain pro-environmental behaviors (Wang & Zhang, 2017; Zhang, Chen, Zhang, Buhalis, & Lu, 2018). It should be noted that the TPB views behaviors as motivated by self-interest (Wang & Zhang, 2017), while the NAM regards behaviors as being pro-social (Schwartz, 1977; Stern, 2010). Thus, this study proposed that combining the two theories could provide stronger predictive power for explaining civilized behaviors, as explained in more detail below.

2.2. Personal norms and civilized tourism behavioral intentions

The NAM (Schwartz, 1977) is one of the most well-researched theoretical frameworks used to predict individuals' altruistic and pro-social behaviors. The NAM incorporates three major constructs: awareness of consequences, ascribed responsibility, and personal norms (De Groot & Steg, 2009). Awareness of consequences is defined as whether an individual is aware that there are negative consequences for other people or property when they do not act in a pro-social manner (De Groot & Steg, 2009). Ascribed responsibility refers to an individual's feeling of responsible for the negative consequences of not acting in a pro-social manner (Steg & De Groot, 2010). Personal norms are defined as an individual's moral obligation to engage in particular behaviors in accordance with their individual value system and are also used in reference to moral norms (Berenguer, 2010; De Groot & Steg, 2009; Schwartz, 1977).

Previous studies claimed that personal norms are the most proximal variable of the NAM and directly affect tourists' pro-environmental behavioral intentions. Han, Jae and Hwan (2016) suggested that personal norms have a critical influence on intentions toward environmentally responsible cruises for US cruise travelers. Similarly, Li and Wu (2019) found that in Hangzhou, a city in eastern China, personal norms play a salient role in determining pro-environmental behavioral intentions for both local visitors and tourists. Using an online panel survey, Han, Hwang, Lee, and Kim (2019) also verified that understanding tourists' personal norms is essential to boosting purchase decisions regarding green cruise products.

Given that civilized tourism behaviors draw largely on an individual's morality and responsibility of protecting the environmental sustainability of coastal destinations, personal norms may play a significant role in tourists' intentions toward engaging in civilized tourism behaviors. According to Ajzen (1991), civilized tourism behavioral intentions essentially refer to how willing a tourist is to try or how much effort he or she plans to exert in order to engage in civilized tourism behaviors. Tourists with higher levels of personal norms are more concerned with the positive effects that their behaviors can have on the development of tourism destinations. Therefore, coastal tourists with relatively high levels of personal norms are more likely to have stronger civilized tourism behavioral intentions. This study therefore proposes the following hypothesis:

Hypothesis 1. Personal norms have a significant and positive effect on civilized tourism behavioral intentions in coastal tourism context.

Meanwhile, it cannot be ignored that the positive impact of personal norms on civilized tourism behavioral intentions is also affected by awareness of consequences and ascribed responsibility. Previous studies have shown that if consumers assume individual responsibility for unsustainable outcomes (Lerner & Keltner, 2000), they feel morally responsible for the environment (Kaiser & Shimoda, 1999). More specifically, a sequential process occurs wherein awareness of consequences positively affects ascribed responsibility, and then ascribed responsibility exerts a positive impact on tourists' personal norms regarding civilized tourism behaviors. That is, when tourists realize that behaving in a civilized manner could contribute to protecting the seaside environment and enhancing the destination's image, they are more likely to feel a strong sense of responsibility to adopt civilized tourism behaviors. Then, ascribed responsibility triggers personal norms because tourists realize that they have a responsibility to conduct themselves in a civilized manner, such as avoiding littering on the beach, consciously choosing eco-friendly transportation, or volunteering to promote marine conservation. Thus, their moral obligation to achieve civilized tourism will likely be stimulated, which directly determine if they will engage in civilized tourism behaviors. This study therefore proposes the following hypotheses:

Hypothesis 2. Awareness of consequences has a significant and positive effect on ascribed responsibility in coastal tourism behavior context.

Hypothesis 3. Ascribed responsibility has a significant and positive effect on personal norms in coastal tourism behavior context.

2.3. Attitudes and civilized tourism behavioral intentions

The TPB (Ajzen, 1991) is one of the most researched theories to explain individual's behaviors (Zhang, Cui, Wu, & Wu, 2017). According to the TPB, an individual's behavioral intentions are determined by three antecedents: attitudes toward behavior, subjective norms, and perceived behavioral control. Due to its greater power in predicting behavioral intentions and behaviors, the TPB has been widely applied to explicate a variety of pro-environmental behaviors, such as picking up litter in protected areas (Brown, Ham, & Hughes, 2010), urban bike-sharing for holiday cycling (Kaplan, Manca, Nielsen, & Prato, 2015), and green hotel visits (Verma & Chandra, 2018).

Attitude toward behavior is the degree to which a person has a favorable or unfavorable evaluation of the benefits and drawbacks of a particular behavior (Ajzen, 1991). That is, when determining whether to perform a specific behavior, an individual is likely to assess the costs and benefits of the behavior (Han, Jae, & Hwang, 2016). For example, positive and negative emotions can impact pro-environmental behaviors. More specifically, researchers have examined appeals to fear, guilt, and sadness as drivers of sustainable attitudes and behaviors (Carrus Passafaro & Bonnes, 2008; Li, 2014; Sevillano, Aragones, & Schultz, 2007). Consumers are more inclined to engage in pro-environmental actions when they derive some hedonic pleasure or positive affect (VÍctor et al., 2009) that results in 'warm glow' feelings that can spill over from the behavior (Giebelhausen, Chun, Cronin, & Hult, 2016). Accordingly, if a tourist believes that performing a certain behavior will result in positive outcomes, he or she will tend to possess a favorable attitude and be more likely to perform it. Numerous studies have indicated that attitudes are another critical influence on tourists' pro-environmental behavioral intentions. Song, You, Reisinger, Lee, and Lee (2014) conducted research at the 2012 Sancheong Oriental Medicine Festival and found that attitudes influence Korean visitors' desires to attend the festival, which in turn influenced their behavioral intentions. Through an online social network of students residing in Copenhagen, Kaplan et al. (2015) showed that a favorable attitude

toward cycling is related to being physically active while on holiday. Similarly, Vesci and Botti (2019) stated that attitudes play a significant and positive role in predicting revisit intentions toward local and small culinary festivals held in the Campania region of Southern Italy.

Based on previous studies, a tourist's positive attitude could be a prerequisite for producing civilized tourism behavioral intentions. That is, if a tourist develops a positive attitude toward engaging in civilized behaviors, this attitude will further strengthen his or her intentions toward the behavior. More specifically, when tourists take the viewpoint that civilized tourism behaviors can contribute to protecting the sea, the beach and marine life, and enhancing their travel experience, they have stronger intentions to adopt civilized tourism behaviors. This study therefore proposes the following hypothesis:

Hypothesis 4. Attitudes significantly and positively affect civilized tourism behavioral intentions in coastal tourism context.

2.4. Subjective norms and civilized tourism behavioral intentions

According to Ajzen (1991), subjective norms are defined as perceived social pressure to perform or not perform a behavior. In other words, if tourist believe that people who are close or important to them are in favor of a certain behavior, he or she is likely to be motivated to meet their expectations and engage in the behavior. A significant number of studies have clearly demonstrated the important role of subjective norms in determining an individual's behavioral intentions. For example, Quintal, Thomas and Phau. (2015) found that in Australia and the US higher subjective norms have positive and significant effect on tourists' willingness to revisit wineries. Utilizing a self-administered questionnaire to collect data from young Indian consumers, Verma and Chandra (2018) also identified that subjective norms significantly and positively influence intentions to visit green hotels.

In general, individuals tend to consider and comply with other people's opinions regarding whether or not to perform a certain behavior (Song et al., 2014), which means that an individual's behavior is likely to be influenced by salient others. Accordingly, if a tourist perceives that others evaluate a civilized tourism behavior as a positive or valuable activity, his or her intentions toward engaging in the behavior will be activated. In other words, tourists' decisions regarding whether to perform civilized tourism behaviors are largely related to important others, such as parents, spouses, colleagues, friends, and especially travel companions. Accordingly, this study proposes the following hypothesis:

Hypothesis 5. Subjective norms significantly and positively affect civilized tourism behavioral intentions in coastal tourism context.

2.5. Perceived behavioral control and civilized tourism behavioral intentions

According to Ajzen (1991), perceived behavioral control indicates the perceived ease of or difficulty in performing a behavior. In other words, if a tourist believes that there is enough time, money and opportunity to easily perform a behavior, he or she will perform it. Studies have found that there is a significant relationship between perceived behavioral control and tourists' pro-environmental behavioral intentions. Brown, Ham and Hughes. (2010) identified perceived behavioral control as a visitor's belief that he or she has the opportunity, knowledge, ability, skill, and resources to perform a specific behavior and demonstrated its positive effect on the behavior of picking up litter. In Taiwan, Chen and Tung (2014) found that when an individual perceives that they have more behavioral control regarding green hotels, he or she is more likely to have intentions to visit them. Similarly, in a study by Rambalak, Balaji, and Charles (2019) in India, perceived behavioral control is found to have a positive influence on travelers' behavioral intentions toward green hotels.

In contrast, a study undertaken at the Blue Mountains National Park

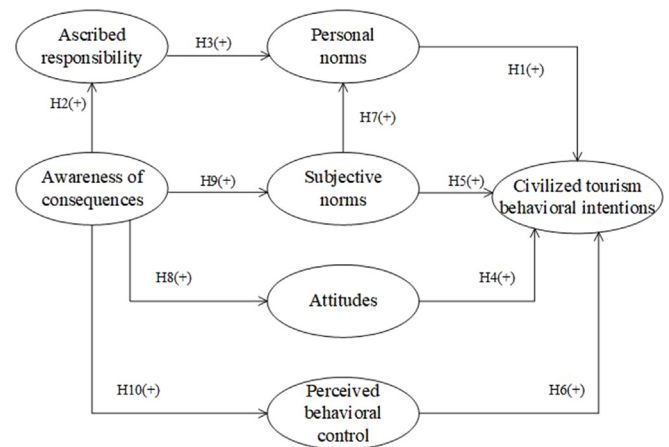
in Australia showed that perceived behavioral control has no significant effect on visitors' intentions toward noncompliance (Goh, Ritchie, & Wang, 2017). However, given that tourists' civilized behaviors are likely to be related to their education, perceived behavioral control may play a significant role in civilized tourism behavioral intentions. The main barriers to adopt civilized tourism behaviors might also be time and vigor. If a tourist is in a situation where resources or opportunities are insufficient, his or her behavioral intentions toward civilized tourism behaviors will decrease. For instance, when tourists are having fun at beach, they may not have the time or strength to put rubbish into a trash bin which is too far in the distance. That is, when a tourist has little control over carrying out civilized tourism behaviors due to a lack of necessary resources, his or her behavioral intentions toward performing this behavior will be lower. Inversely, if tourists perceive that they have greater control over barriers, there is a higher likelihood that they will actively engage in civilized tourism behaviors. This study therefore proposes the following hypothesis:

Hypothesis 6. Perceived behavioral control significantly and positively affects civilized tourism behavioral intentions in coastal tourism context.

2.6. A model for drivers of civilized tourism behavioral intentions

Even though NAM and TPB have been widely used to explain individuals' pro-environmental intentions and behaviors, both theories have their own limitations. From a self-interest perspective, the TPB contends that an individual makes a choice about adopting a certain behavior based on costs and benefits (Wang & Zhang, 2017). However, this neglects behaviors' impact on public welfare. From a pro-social perspective, by way of contrast, the NAM assumes that individuals' behaviors are performed based on moral obligations (Wang & Zhang, 2017), which could make up for the deficiency of TPB. Hence, integrating the distinct constructs from these competing theories into one theoretical model may be more effective than using only one theory to understand individuals' behaviors. Furthermore, the previous literature has demonstrated that integrative models using NAM and TPB are appropriate for predicting pro-environmental intentions and behaviors (Kim, Woo, & Nam, 2018; Shi, Fan, & Zhao, 2017). However, relatively little attention has been paid to how this integrative model can be applied to civilized tourism behavioral intentions. Accordingly, this study converged NAM and TPB into one theoretical framework in order to offer a more comprehensive understanding of tourists' behavioral intentions toward civilized tourism. The proposed conceptual model is displayed in Fig. 1. The premise of the model is that tourists' civilized behavioral intentions are formed by a sequential norm activation process through awareness of consequences, ascribed responsibility, and personal norms. Meanwhile, attitudes, subjective norms, and perceived behavioral control, which are influenced by awareness of consequences, are also regarded as determinants of intentions. Further, subjective norms are a direct antecedent of personal norms, while personal norms mediate the effect of subjective norms on intentions.

A significant and positive relationship between subjective norms and personal norms has been found in various settings (López-Mosquera, García, & Barrena, 2014; Peters, Gutscher; Scholz, 2011). In coastal tourism context, if a tourist perceives that performing civilized tourism behaviors is socially desirable, especially if it meets the expectations of significant people in his or her life, that perception will guide how obliged the tourist feels to behave in a civilized manner. Hence, this study posits that subjective norms can positively affect personal norms regarding civilized tourism behaviors. In addition, as previously hypothesized, subjective norms and personal norms positively impact civilized tourism behavioral intentions. This study therefore proposes the following hypotheses, including the mediation hypothesis:



Note: positive sign (+) signifies the direction of the hypothesis.

Fig. 1. The proposed research model. Note: positive sign (+) signifies the direction of the Hypothesis.

Hypothesis 7. Subjective norms have significant effect on personal norms in coastal civilized tourism behavior context.

Hypothesis 7a. Personal norms partially mediate the relationship between subjective norms and civilized tourism behavioral intentions in coastal tourism context.

There is also a significant relationship between awareness of consequences and each of the three variables of TPB. More specifically, the more positive an individual expects the consequence of a certain behavior to be, the more positive his or her attitudes toward the behavior will be (Onwezen, Antonides, & Bartels, 2013). Further, the individual will also experience less perceived social pressure and difficulty in implementing the behavior (Han, 2015). Similarly, in the current study, once tourists realize that performing civilized tourism behaviors can contribute to the development of coastal scenic areas or that not performing civilized tourism behaviors can produce negative consequences, they will believe that civilized tourism is a good thing that is needed to be done. Meanwhile, the social pressure tourists perceive from others will decline, and they will feel that the behavior is within their power. Accordingly, this study hypothesizes the following:

Hypothesis 8. Awareness of consequences significantly affects attitudes toward civilized tourism behaviors in coastal tourism context.

Hypothesis 9. Awareness of consequences significantly affects subjective norms in coastal civilized tourism behavior context.

Hypothesis 10. Awareness of consequences significantly affects perceived behavioral control in coastal civilized tourism behavior context.

3. Methodology

3.1. Measurements and questionnaire

Multiple items were utilized to measure the constructs for the proposed research model. To ensure the reliability and validity of the measurement items, this study adopted items from previous studies and made slight modifications to fit civilized tourism behaviors. Table 2 shows the measurement variables. For the NAM, awareness of consequences came from Bamberg and Schmidt (2003) and Bamberg Hunecke and Blöbaum (2007) (e.g. 'Civilized tourism behavior can keep the beach clean'). Ascribed responsibility came from Stern, Dietz, Abel, Guagnano, and Kalof (1999), Onwezen et al. (2013), and Han (2015) (e.g. 'I believe that every tourist is partly responsible for the environmental problems caused by uncivilized tourism behavior').

Personal norms were measured with a scale developed from Gärling, Fujii, Gärling, and Jakobsson (2003), Bamberg et al. (2007), and Onwezen et al. (2013) (e.g. ‘I feel an obligation to engage in civilized tourism behavior when traveling in coastal tourism areas’). As for the variables for TPB, attitudes toward civilized tourism behaviors and subjective norms were both adapted from Ajzen (1991) and Han, Hsu, and Sheu (2010) (e.g. ‘Civilized tourism behavior is valuable for me’, ‘Most people who are important to me think I should engage in civilized tourism behavior’). Perceived behavioral control was measured based on Ajzen (1991), Han et al. (2010), and Brown et al. (2010) (e.g. ‘Whether or not I engage in civilized tourism behavior when traveling is completely up to me’). Lastly, civilized tourism behavioral intentions were evaluated with three items adapted from Miller, Merrilees, and Coghlan (2015), Qiu (2017), and Kiatkawsin and Han (2017) (e.g. ‘I would be willing to protect the ecological environment in coastal scenic areas’). In summary, this study used 22 items for the seven constructs. All variables were rated on a seven-point Likert scale: 1 (strongly disagree) to 7 (strongly agree). The measurement instruments were reviewed by academic experts, and a pretest was conducted in order to check the validity of items.

3.2. Data collection and sample profile

Data for this study were collected in the Qingdao coastal scenic area in the Shandong Province of China, which is nationally famous for its long coastline, numerous bays, and abundant natural and cultural tourism resources (Liu, Liu, Zhang, Qu, & Yu, 2019). In recent years, due to an increasing number of tourists, Qingdao has experienced several problems, such as beach pollution and harmful algae (Ji, Zhao, & Zhang, 2015; Liu & Liu, 2018), which have significantly influenced its ecological environment and tourism image.

This study used a survey method to collect data. The authors distributed questionnaires to tourists traveling to Qingdao coastal scenic area, including May Fourth Square, Landing Stage, Eight Great Passes and Zhongshan Park. Firstly, the purpose of the survey was introduced to tourists and the authors asked whether tourists knew what civilized tourism behavior is: ‘Do you know about civilized tourism behavior?’. Secondly, the tourists who answered ‘Yes, I do’ were asked to list some examples for further verification, while the tourists who answered ‘No, I don’t’ were explained the *Tourism Etiquette Rules for Chinese Citizens Traveling at Home* (China.com.cn., 2006) and shown its paper version. Thirdly, tourists were asked again whether they still had questions about civilized tourism behavior. If they had questions, the authors continued to answer them until they understand the concept and then invited them to respond to the questionnaire. Overall, the ultimate goal of the above steps was to ensure that respondents could understand civilized tourism behavior.

A total of 450 responses were collected (115, 115, 110 and 110 responses, respectively, for the four scenic spots mentioned above). After excluding incomplete responses, 400 valid responses were retained for further analysis. The detailed sample profiles were depicted in Table 1.

3.3. Tools for data analysis

This study employed mixed analytical approaches integrating structural equation modeling (SEM) and fuzzy set qualitative comparative analysis (fsQCA) to empirically test the proposed conceptual framework. More specifically, following Anderson and Gerbing (1988), this study used a two-stage approach for SEM, a measurement model using confirmatory factor analysis (CFA) and a structural model. The fsQCA was adopted to encapsulate the essence of complex associations (Pappas & Papatheodorou, 2017).

Table 1
Descriptive profile of the respondents.

Characteristics	N = 400	Percentage
Gender		
Male	173	43.3%
Female	227	56.7%
Age		
18–30 years	301	75.2%
31–45 years	71	17.8%
46–60 years	24	6.0%
Older than age 60 years	4	1.0%
Education		
Less than high school	7	1.8%
High school	32	8.0%
Some college	73	18.2%
Undergraduate	185	46.2%
Postgraduate and above	103	25.8%
Monthly income		
below ¥3000	174	43.5%
¥3001–¥6000	119	29.7%
¥6001–¥9999	60	15.0%
¥10,000–¥20,000	35	8.8%
above ¥20,000	12	3.0%

Note: ¥ refers to Chinese Yuan.

4. Results

4.1. Measurement model

A confirmatory factor analysis (CFA) was conducted to assess the measurement model. The goodness of fit indicators ($\chi^2 = 551.285$, $df = 188$, $\chi^2/df = 2.932$, $p < .000$, $RMSEA = .070$, $CFI = .940$, $NFI = 0.913$, $TLI = 0.927$, $IFI = .941$) revealed that the model is appropriate and acceptable. A measure of reliability and validity of measures is presented in Tables 2 and 3.

Item reliability was tested by factor loading (Organ, Koenig-Lewis, Palmer, & Probert, 2015). All factor loadings were higher than 0.5, which demonstrates that all items effectively measured their corresponding construct. As for construct reliability, the composite reliability (CR) surpassed the generally accepted threshold of 0.7 for all constructs (Bagozzi & Yi, 2012), suggesting sufficient measurement reliability.

Convergent validity was assessed using the average variance extracted (AVE). All AVE values, except for perceived behavioral control, were higher than the recommended level of 0.5 (Fornell & Larcker, 1981), suggesting sufficient convergent validity. Additionally, the square root of AVE of each construct exceeded the corresponding correlation between constructs, providing evidence of discriminant validity (Fornell & Larcker, 1981).

4.2. Structural model

Structural equation modeling was used to assess the proposed hypotheses. As seen in Fig. 2, awareness of consequences had a positive relationship with ascribed responsibility ($\beta = 0.430$, $p < .001$), ascribed responsibility significantly affected personal norms ($\beta = 0.235$, $p < .001$), and personal norms positively increased civilized tourism behavioral intentions ($\beta = 0.630$, $p < .001$), thus validating H1, H2, and H3. Further, both attitudes ($\beta = 0.155$, $p < .001$) and subjective norms ($\beta = 0.168$, $p < .001$) exerted significant impacts on civilized tourism behavioral intentions, which confirmed H4 and H5. However, the relationship between perceived behavioral control and civilized tourism behavioral intentions was found to be insignificant ($\beta = 0.052$, $p = .234$), thus refuting H6. Additionally, subjective norms were positively related to personal norms ($\beta = 0.375$, $p < .001$), which supported H7. Furthermore, awareness of consequences had a positive influence on attitudes ($\beta = 0.370$, $p < .001$), subjective norms, ($\beta = 0.489$, $p < .001$) and perceived behavioral control ($\beta = 0.479$,

Table 2
Results of confirmatory factor analysis.

Constructs and items	Std. factor loading	t-value	CR	AVE
Attitudes			.893	.678
For me, civilized tourism behavior is valuable.	.758***	NA		
For me, civilized tourism behavior is wise.	.919***	18.921		
For me, civilized tourism behavior is beneficial.	.870***	18.123		
For me, civilized tourism behavior is pleasant.	.732***	14.924		
Subjective norms			.819	.604
Most people who are important to me think I should engage in civilized tourism behavior.	.800***	NA		
Most people who are important to me would want me to engage in civilized tourism behavior.	.862***	13.708		
Most people who are important to me support my idea to engage in civilized tourism behavior.	.654***	12.484		
Perceived behavioral control			.737	.499
Whether I engage in civilized tourism behavior or not when traveling is completely up to me.	.573***	NA		
I am confident that if I want, I can engage in civilized tourism behavior when traveling.	.930***	7.398		
It is easy for me to engage in civilized tourism behavior when traveling.	.550***	8.902		
Awareness of consequences			.916	.784
Civilized tourism behavior can keep the beach clean.	.842***	NA		
Civilized tourism behavior can maintain infrastructure such as seaside walks without damage.	.884***	22.305		
Civilized tourism behavior can maintain the image of coastal scenic areas.	.929**	23.369		
Ascribed responsibility			.851	.658
I believe that every tourist is partly responsible for the environmental problems caused by the uncivilized tourism behavior.	.839***	NA		
I feel that every tourist is jointly responsible for the environmental problems caused by the uncivilized tourism behavior.	.882***	16.639		
Every tourist must take responsibility for the environmental problems caused by the uncivilized tourism behavior.	.701***	14.587		
Personal norms			.887	.725
I feel an obligation to engage in civilized tourism behavior when traveling in coastal tourism areas.	.777***	NA		
I feel that it is important to engage in civilized tourism behavior to reduce the harm to the environment.	.927***	18.610		
I feel it is important that travelers engage in civilized tourism behavior to make tourism sustainable.	.843***	17.968		
Civilized tourism behavioral intentions			.950	.864
I would be willing to protect the ecological environment in coastal scenic areas.	.950***	NA		
I would be willing to protect the tourism resources in coastal scenic areas.	.931***	35.443		
I would be willing to obey public order in coastal scenic areas.	.907***	32.718		

Note: t-value = critical ratios; NA = not available (regression coefficient is fixed to 1); CR = composite reliability; AVE = average variance extracted.

Table 3
Discriminant validity.

	CTBI	PN	AC	AR	PBC	SN	Att
CTBI	.823						
PN	.761	.777					
AC	.301	.330	.706				
AR	.478	.640	.391	.885			
PBC	.325	.314	.385	.443	.811		
SN	.488	.397	.381	.423	.387	.851	
Att	.496	.478	.150	.353	.218	.477	.930

Note 1: The bold diagonal elements represent the square root of AVE. Elements below the bold diagonal are the estimated correlations between constructs.
Note 2: CTBI = civilized tourism behavioral intentions; PN = personal norms; AC = awareness of consequences; AR = ascribed responsibility; PBC = perceived behavioral control; SN = subjective norms; Att = attitudes.

$p < .001$), which confirmed H8, H9, and H10, respectively. More importantly, the explanatory power of attitudes, subjective norms, and personal norms to predict civilized tourism behavioral intentions was 58.9%, suggesting a strong ability to predict intentions to engage in civilized tourism behaviors.

4.3. The mediating role of personal norms

To test the mediating effect of personal norms on the relationship between subjective norms and civilized tourism behavioral intentions, this study utilized the bootstrapping method with 5000 bootstrap samples and 95% bias-corrected confidence interval (CI). The absence of a zero in the range of lower bound and upper bound CIs indicates that the effects are statistically significant (Fu, Yi, Okumus, & Jin, 2019).

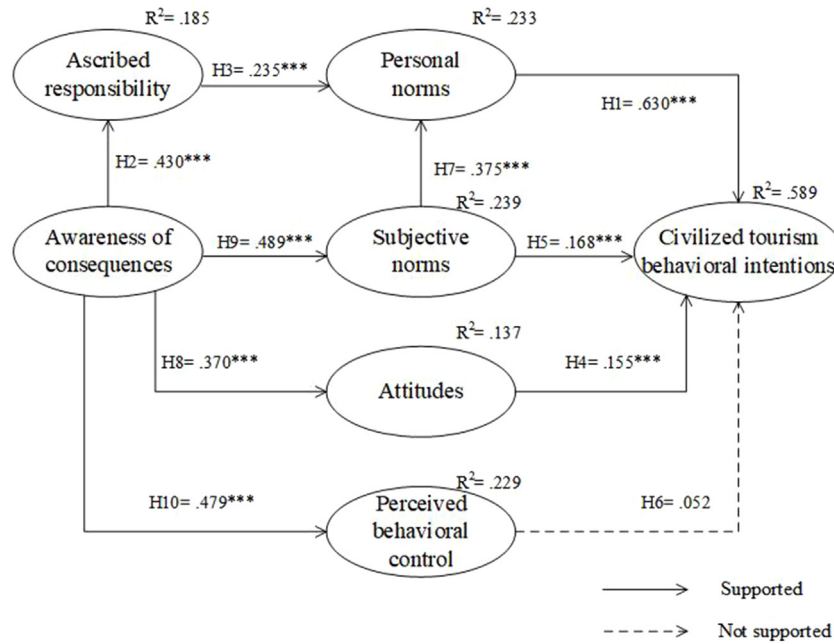
According to a study by Baron and Kenny (1986), several conditions are necessary to establish the mediation effect. As shown in Table 4, the first condition, from the independent variable to mediator (subjective norms→personal norms), was positively satisfied ($\beta = 0.243$,

$p < .001$). The second condition, from the mediator to the dependent variable (personal norms→civilized tourism behavioral intentions), was significantly supported ($\beta = 0.721$, $p < .001$). The third condition, from the independent to the dependent variable (subject norms→civilized tourism behavioral intentions), was also confirmed ($\beta = 0.168$, $p < .001$). Last but not least, the indirect effect (subjective norms→personal norms→civilized tourism behavioral intentions) was significant and positive ($\beta = 0.145$, $p < .001$), but was weaker than the direct effect ($\beta = 0.168$, $p < .001$). Thus, the fourth condition that the relationship between the independent variable and dependent variable must be insignificant or weaker when the mediator is added is supported. Overall, the above four conditions were satisfied. Therefore, personal norms played a partially mediating role in the relationship between subjective norms and civilized tourism behavioral intentions, confirming H7a.

4.4. The fsQCA analysis

This study aims to further analyze the combined conditions that could motivate civilized tourism behavioral intentions by adopting the fsQCA method. The fsQCA suggests that the influence of conditions on specific outcomes depends on how the antecedents are combined rather than any individual antecedent (Ferguson, Megehee, & Woodside, 2017). As shown in Table 5, the coverage and consistency for each solution were provided. Coverage is similar to the effect size in Hypothesis testing (Woodside & Zhang, 2012), which illustrates the proportion of cases explained by a single condition (unique coverage) or a certain solution (raw coverage) (Elbaz; Haddoud and Shehawy, 2018; Ragin, 2008). The solution coverage is akin to the R-square reported in variable-based techniques (Woodside, 2013). Consistency is analogous to a significant coefficient in regression analysis (Woodside & Zhang, 2012).

The fsQCA results provided two causal configurations. Model 1 indicated that civilized tourism behavioral intentions are likely to be achieved when travelers have high attitudes, subjective norms,



Note: the fitting indices of structural model: $\chi^2 = 767.601$, $df = 199$, $\chi^2/df = 3.857$, $p < .000$, RMSEA = .085, CFI = .906, IFI = .907; R² = squared multiple correlations; ***p < .001.

Fig. 2. Hypotheses testing of the structural model. Note: the fitting indices of structural model: $\chi^2 = 767.601$, $df = 199$, $\chi^2/df = 3.857$, $p < .000$, RMSEA = .085, CFI = .906, IFI = .907; R² = squared multiple correlations; ***p < .001.

perceived behavioral control, awareness of consequences, and personal norms. The results of Model 1 were shared by 88.2% of the tourists (raw coverage) and explained 99.8% of the likelihood of civilized tourism behaviors (consistency). Similarly, Model 2 showed that the combination of high attitudes, subjective norms, awareness of consequences, ascribed responsibility, and personal norms could lead to civilized tourism behavioral intentions. The results of Model 2 were shared by 87.0% of the tourists (raw coverage) and demonstrated 99.8% of the likelihood of civilized tourism behaviors (consistency). Overall, the two configurations were shared by 91.7% of the tourists (solution coverage) and accounted for 99.8% of the likelihood of civilized tourism behaviors (solution consistency). Meanwhile, when comparing the two configurations, it was noted that a lack of perceived behavioral control was offset by ascribed responsibility. This could explain why perceived behavioral control has no significant effect on civilized tourism behavioral intentions in the previous structural model analysis.

5. Conclusions and implications

5.1. Summary of the results

The primary objective of this study was to explore the relationship between attitudes, subjective norms, perceived behavioral control, awareness of consequences, ascribed responsibility, personal norms, and civilized tourism behavioral intentions. The results indicate that

Table 4
The mediating analysis results.

Effect	Estimate	SE	t-value	Bias-corrected 95% CI	
				Lower Bound	Upper Bound
Subjective norms → Personal norms	0.243	0.036	6.709***	0.124	0.396
Personal norms → Civilized tourism behavioral intentions	0.721	0.053	13.682***	0.545	1.027
Subjective norms → Personal norms → Civilized tourism behavioral intentions	0.145	0.029	5.016***	0.053	0.285

Note: SE = standard error; t-value = critical ratios; ***p < .001.

Table 5
Complex solutions of civilized tourism behavioral intentions.

Casual configuration	Raw coverage	Unique coverage	Consistency
$CTBI = f(Att, SN, PBC, AC, AR, PN)$			
Model 1: Att*SN*PBC*AC*PN	0.882	0.047	0.998
Model 2: Att*SN*AC*AR*PN	0.870	0.035	0.998
solution coverage	0.917		
solution consistency	0.998		

Note:CTBI = civilized tourism behavioral intentions; PN = personal norms; AC = awareness of consequences; AR = ascribed responsibility; PBC = perceived behavioral control; SN = subjective norms; Att = attitudes. * means logical operator AND.

attitudes, subjective norms, and personal norms are key drivers of civilized tourism behavioral intentions. They also demonstrate that personal norms partially mediate the relationship between subjective norms and civilized tourism behavioral intentions. This study provides specific findings, which are explained in more detail below.

First, both attitudes and subjective norms significantly impacted civilized tourism behavioral intentions, which is similar to Park and Ha's (2014) claim regarding the way in which subjective norms contribute to 'environmentally friendly behavior'. Because attitudes and subjective norms are both self-interest motives, they mainly originate from tourists themselves. When tourists have a positive perspective on

civilized behaviors, they tend to adopt civilized behaviors. When tourists are surrounded by significant others that support civilized tourism behaviors, conformity behaviors can be strengthened and then activate civilized behaviors at tourism destinations.

Second, personal norms positively affect civilized tourism behavioral intentions. Given that personal norms provide a pro-social form of motivation, they are mainly constructed by the external environment, but also be affected by awareness of consequences and ascribed responsibility. Tourists who realize the positive consequences of civilized tourism behaviors are more likely to have a strong sense of responsibility and their moral obligations could be stimulated and drive civilized tourism behaviors.

Third, personal norms had a partially mediating effect on the relationship between subjective norms and civilized tourism behavioral intentions, which suggests that subjective norms have direct effect on personal norms and indirect effect on civilized tourism behavioral intentions. When a tourist perceives that performing civilized tourism behaviors is socially desirable, that perception will guide how obliged the tourist feels to behave in a civilized manner.

Fourth, the formation of civilized tourism behavioral intention is not the outcome of one single factor, either attitudes or subjective norms, but instead a combination of factors. Civilized tourism behavior is made up of a set of complex and comprehensive behaviors. Accordingly, these behaviors are affected not only by tourists' own factors, such as attitudes and moral obligations, but also by external factors, such as significant others' opinions and the social atmosphere. Hence, an integrated approach from multiple perspectives is necessary in order to understand and promote tourists' civilized behavioral intention.

5.2. Theoretical implications

This study proposes an integrative theoretical framework to understand which factors motivate tourists' civilized behavioral intentions. This study differs from the existing literature in several aspects. First, this study can claim to be unique in that it integrates two independent theories, NAM and TPB, in order to explore potential drivers of civilized tourism behaviors. Research on civilized tourism behaviors is lacking (Tuo & Li, 2018), and a single theory based on either pro-social or self-interest motives is not enough to provide a comprehensive theoretical framework (Han, 2015). Thus, in this study, NAM, which is deemed a pro-social theory, and TPB, which is seen as a self-interest theory, were combined to enhance the explanatory power of both theories. In this way the current study extends the knowledge of civilized tourism behaviors.

Second, several findings of this study are unique in terms of understanding civilized tourism behaviors. This study found that attitudes, subjective norms, and personal norms play a significant role in the formation of civilized tourism behavioral intentions, which indicated that tourists' civilized behaviors are affected not only by their own opinions and beliefs but also those of significant others such as parents and close friends. Existing studies have explored the effect of self-interest motives on civilized tourism behaviors, focusing on attitudes, subjective norms, and perceived behavioral control (Qiu, 2016, 2017), but the effect of personal norms has been neglected. Han et al. (2019) have pointed out that personal norms are a key variable that directly affect tourists' pro-environmental behavioral intentions. The current study verifies that personal norms have a positive effect on tourists' civilized behaviors.

Third, this study identifies the mediating role of personal norms in the relationship between subjective norms and civilized tourism behavioral intentions. Previous studies have explored the effect of subjective norms on civilized tourism behavioral intentions (Qiu, 2016, 2017), but those studies neglected the mediating role of personal norms in the above relationship. This study has found that personal norms are a key mediating factor between subjective norms and civilized tourism

behavioral intentions. In other words, subjective norms exert an indirect effect on civilized tourism behavioral intentions through personal norms.

5.3. Managerial implications

This study also provides several practical implications concerning how to promote tourists' civilized behaviors in coastal tourism destinations. First, this study has found that attitudes positively affect civilized tourism behavioral intentions, suggesting that positive attitudes contribute to tourists adopting civilized behaviors. To stimulate tourists' attitudes toward civilized behaviors, governments should strengthen civilized tourism educational programs and campaigns in order to guide visitors to realize the value and significance of civilized tourism behaviors. Additionally, destination managers should design thought-provoking slogans and displays that encourage tourists to be introspective and consider the serious damage caused by uncivilized behaviors and, subsequently, behave in a civilized manner. For example, pictures that show a dirty beach covered in plastic garbage can be displayed at coastal destinations to act as a warning role and compel tourists to engage in civilized behaviors.

Second, this study reveals that subjective norms exert a positive effect on civilized tourism behavioral intentions, demonstrating that if an individual's significant others support civilized tourism, they are more likely to guide tourists to behave in a civilized manner. To improve tourists' perceptions of subjective norms, governments, communities, tourism practitioners, and other stakeholders should join forces to create a social atmosphere that enhances civilized tourism for tourists. For example, governments can report on and reward positive and civilized behaviors, which would have a demonstration effect on the general public. They can also blacklist tourists' uncivilized behaviors to advocate for the importance of civilized tourism. In addition, for the existence of reference groups and social influence from them, relatives and friends are reference groups that exert social influence and can encourage civilized tourism by reminding, persuading, and leading by example when they are traveling together.

Third, this study indicates that personal norms have a positive effect on civilized tourism behavioral intentions, which shows that efficiently managing tourists' feelings of moral obligation is more likely to generate civilized tourism behavioral intentions. To enhance tourists' personal norms, governments can issue policy documents concerning civilized tourism to promote citizens' sense of responsibility and obligation. Destinations share the anticipated negative consequences of uncivilized behaviors on the environment, which may evoke tourists' strong responsibility regarding environmental protection and influence tourists' personal norms. Furthermore, because civilized tourism behavioral intentions are not the outcome of a single factor, the above suggestions are not meant to be implemented separately but instead in an integrated manner.

5.4. Limitations and future research

Despite these theoretical and practical contributions, this study is not free of limitations. First, the results of this study may not be directly applicable to other destinations because the study only collected data in Qingdao coastal scenic areas in China. Future studies should collect data from other coastal destinations to check the applicability of these findings, as well as comparing the data to specific inland tourism destinations. Second, this study focuses on civilized tourism behaviors as a whole. Due to the difference in influence mechanisms that drive different types of civilized tourism behaviors, future studies can explore certain civilized tourism behaviors more specifically, such as protecting historical sites and cultural relics. Finally, this study explores the mediating role of personal norms, but there may be other moderating variables that are influential. Future studies can examine additional significant moderators for the relationship between attitudes and

behavioral intentions toward civilized tourism, such as gender, education, and cultural background.

Author statement

Jia Liu is a Professor in Management College, Ocean University of China, China. Her research interests include tourism industry organization and policy, and coastal tourism development and management. Her recent projects include the growth quality of China's tourism economic and its spatial analysis, the optimization of tourism industry structure and its kinetic energy conversion in Shandong, China, and so on. **Keke An** is a Master student in Management College, Ocean University of China, China. Her research interests lie in the coastal tourism development and management issues. She was the Programmer Leader of Tourists' Civilized Tourism Behavior in Coastal Scenic Areas of Qingdao, China. This programmer was supported by the Ministry of Culture and Tourism of China. **SooCheong (Shawn) Jang** is a Professor in School of Hospitality and Tourism Management, Purdue University, America. He has a broad interest in finance and strategic management, restaurant service management and consumer behavior, hospitality and tourism marketing, and research methodology and statistical applications.

Acknowledgement

This research is supported by the National Social Science Fund Project of China (Grant No.17FGL005 and No. 19BGL138), Fund Project of Ministry of Culture and Tourism of China (Grant No. WMYC20181-057), and Social Science Planning Project in Shandong Province (Grant No. 17CLYJ40).

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423.
- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8–34.
- Bamberg, S., Hunecke, M., & Blöbaum, A. (2007). Social context, personal norms and the use of public transportation: Two field studies. *Journal of Environmental Psychology*, 27(3), 190–203.
- Bamberg, S., & Schmidt, P. (2003). Incentives, morality, or habit? Predicting students' car use for university routes with the models of Ajzen, Schwartz and Triandis. *Environment and Behavior*, 35(2), 264–285.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
- Berenguer, J. (2010). The effect of empathy in environmental moral reasoning. *Environment and Behavior*, 42(1), 110–134.
- Blignaut, J., Mander, M., Inglesi-Lotz, R., Glavan, J., & Parr, S. (2016). The amenity value of Abu Dhabi's coastal and marine resources to its beach visitors. *Ecosystem Services*, 19, 32–41.
- Brown, T. J., Ham, S. H., & Hughes, M. (2010). Picking up litter: An application of theory-based communication to influence tourist behaviour in protected areas. *Journal of Sustainable Tourism*, 18(7), 879–900.
- Carrus, G., Passafaro, P., & Bonnes, M. (2008). Emotions, habits and rational choices in ecological behaviours: The case of recycling and use of public transportation. *Journal of Environmental Psychology*, 28(1), 51–62.
- 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.
- China. com. cn. (2006). Tourism etiquette rules for Chinese citizens traveling at home. Retrieved 15.05.19 from http://www.china.com.cn/policy/txt/2006-10/02/content_7212278.htm.
- De Groot, J. I. M., & Steg, L. (2009). Morality and pro-social behavior: The role of awareness, responsibility, and norms in the norm activation model. *The Journal of Social Psychology*, 149(4), 425–449.
- Elbaz, A. M., Haddoud, M. Y., & Shehawey, Y. M. (2018). Nepotism, employees' competencies and firm performance in the tourism sector: A dual multivariate and qualitative comparative analysis approach. *Tourism Management*, 67, 3–16.
- Fenghuang (2013). *Qingdao uncivilized tourism inventory: Garbage lost by hand, Fushan into a 'painting board'*. Retrieved 06.05.19 from http://qd.ifeng.com/xinwenzhaobanche/detail_2013_10/09/1302601_5.shtml.
- Ferguson, G., Megehee, C. M., & Woodside, A. G. (2017). Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. *Tourism Management*, 62, 218–233.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Fu, X. X., Yi, X. L., Okumus, F., & Jin, W. M. (2019). Linking the internal mechanism of exhibition attachment to exhibition satisfaction: A comparison of first-time and repeat attendees. *Tourism Management*, 72, 92–104.
- Gärling, T., Fujii, S., Gärling, A., & Jakobsson, C. (2003). Moderating effects of social value orientation on determinants of pro-environmental behavior intention. *Journal of Environmental Psychology*, 23(1), 1–9.
- Giebelhausen, M., Chun, H. E. H., Cronin, J. J., & Hult, T. (2016). Adjusting the warm-glow thermostat: How incentivizing participation in voluntary green programs moderates their impact on service satisfaction. *Journal of Marketing*, 80(4), 56–71.
- Goh, E., Ritchie, B., & Wang, J. (2017). Non-compliance in national parks: An extension of the theory of planned behaviour model with pro-environmental values. *Tourism Management*, 59, 123–127.
- Han, H. S. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, 47, 164–177.
- Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334.
- Han, H., Hwang, J., Lee, M. J., & Kim, J. (2019). Word-of-mouth, buying, and sacrifice intentions for eco-cruises: Exploring the function of norm activation and value-attitude-behavior. *Tourism Management*, 70, 430–443.
- 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.
- Hu, J. (2016). The 'mistakes' and 'solutions' of uncivilized tourism. *Tourism Tribune*, 31(8), 10–13.
- Huang, X. J., & Li, L. (2016). The dependence of civilized tourism path in the background of all-for-one tourism. *Tourism Tribune*, 31(8), 13–15.
- Ji, Q. X., Zhao, X. W., & Zhang, Z. (2015). Spatial and temporal distribution characteristic of the entomomorpha prolifera in the Jiangsu coastal area and their influence on the ecological environment. *Journal of Shandong Agricultural University (Natural Science Edition)*, 46(1), 61–64.
- Kaiser, F. G., & Shimoda, T. A. (1999). Responsibility as a predictor of ecological behavior. *Journal of Environmental Psychology*, 19(3), 243–253.
- 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.
- Kiatkawsin, K., & Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76–88.
- Kim, Y. G., Woo, E., & Nam, J. (2018). Sharing economy perspective on an integrative framework of the NAM and TPB. *International Journal of Hospitality Management*, 72, 109–117.
- Lerner, J. S., & Keltner, D. (2000). Beyond valence: Toward a model of emotion-specific influences on judgement and choice. *Cognition & Emotion*, 14(4), 473–493.
- Li, S. C. (2014). Fear appeals and college students' attitudes and behavioral intentions toward global warming. *The Journal of Environmental Education*, 45(4), 243–257.
- Li, M., & He, C. (2002). A preliminary study on the uncivilized tourism behavior of tourists. *Journal of Beijing International Studies University*, (1), 26–28.
- Liu, J., & Liu, N. (2018). Evaluating the environmental value loss of coastal tourism and influencing factors under the influence of entomomorpha prolifera disasters at the bathing beaches in Qingdao. *Resources Science*, 40(2), 392–403.
- Liu, J., Liu, N., Zhang, Y. M., Qu, Z., & Yu, J. (2019). Evaluation of the non-use value of beach tourism resources: A case study of Qingdao coastal scenic area, China. *Ocean & Coastal Management*, 168, 63–71.
- Li, Q. C., & Wu, M. Y. (2019). Rationality or morality? A comparative study of pro-environmental intentions of local and nonlocal visitors in nature-based destinations. *Journal of Destination Marketing & Management*, (11), 130–139.
- Li, B. H., Yang, F., Yin, S., Wan, Q., Lin, F. Y., Wang, L. N., et al. (2014). Evaluation of the non-use value of traditional villages in Hunan province: A case of Zhang Guying village, Yueyang. *Journal of Hengyang Normal University*, 35(3), 67–71.
- López-Mosquera, N., García, T., & Barrera, R. (2014). An extension of the theory of planned behavior to predict willingness to pay for the conservation of an urban park. *Journal of Environmental Management*, 135, 91–99.
- Marzetti, S., Disegna, M., Koutrakis, E., Sapounidis, A., Marin, V., Martino, S., et al. (2016). Visitors' awareness of ICZM and WTP for beach preservation in four European Mediterranean regions. *Marine Policy*, 63, 100–108.
- Mct.gov.cn. (2013). *People's Republic of China tourism law*. Retrieved 08.05.19 from http://zwgk.mct.gov.cn/auto255/201805/t20180510_832126.html?keywords=.
- Mct.gov.cn. (2016). *Interim measures for the administration of tourism uncivilized behavior records*. Retrieved 10.05.19 from http://zwgk.mct.gov.cn/auto255/201605/t20160530_832313.html.
- Mct.gov.cn. (2018). *Tourism market blacklist management measures*. Retrieved 10.05.19 from http://zwgk.mct.gov.cn/auto255/201812/t20181229_836727.html?keywords=.
- Miller, D., Merrilees, B., & Coghlan, A. (2015). Sustainable urban tourism: Understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, 23(1), 26–46.
- Ministry of Culture and Tourism of the People's Republic of China. (2019). *Requirements and evaluation of civilized tourism demonstration zone*. Retrieved 10.05.19 from https://mct.gov.cn/whzx/xgzx/wlbzhgz/201905/t20190524_843711.htm.

- Ministry of Natural Resources of the People's Republic of China. (2018). Statistics bulletin of China marine economic. Retrieved 06.05.19 from http://gi.mnr.gov.cn/201904/t20190411_2404774.html.
- Ohno, E., Mori, R., Morisugi, M., & Sao, H. (2013). Measurement of use and non-use values of Shirakami Mountain Range by using CVM consistent with TCM. *European Regional Science Association*, 27–31.
- 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 behaviour. *Journal of Economic Psychology*, 39(1), 141–153.
- Organ, K., Koenig-Lewis, N., Palmer, A., & Probert, J. (2015). Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices. *Tourism Management*, 48, 84–99.
- Papageorgiou, M. (2016). Coastal and marine tourism: A challenging factor in marine spatial planning. *Ocean & Coastal Management*, 129, 44–48.
- Pappas, N., & Papatheodorou, A. (2017). Tourism and the refugee crisis in Greece: Perceptions and decision-making of accommodation providers. *Tourism Management*, 63, 31–41.
- Park, J., & Ha, S. (2014). Understanding consumer recycling behavior: Combining the theory of planned behavior and the norm activation model. *Family and Consumer Sciences Research Journal*, 42(3), 278–291.
- Peters, A., Gutscher, H., & Scholz, R. W. (2011). Psychological determinants of fuel consumption of purchased new cars. *Transportation Research Part F: Traffic Psychology and Behaviour*, 14(3), 229–239.
- 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.
- Qiu, H. L. (2017). Developing an extended theory of planned behavior model to predict outbound tourists' civilization tourism behavioral intention. *Tourism Tribune*, 32(6), 75–85.
- Qiu, H. L., Fan, J., & Zhao, L. (2018). Development of the academic study of tourists' environmentally responsible behavior: A literature review. *Tourism Tribune*, 33(11), 122–138.
- Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries. *Tourism Management*, 46, 596–609.
- Ragin, C. C. (2008). *Redesigning social inquiry: Fuzzy sets and beyond*, Vol. 240. Chicago: University of Chicago Press.
- 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.
- Schwartz, S. H. (1977). Normative influences on altruism. *Advances in Experimental Social Psychology*, 10, 221–279.
- Sevillano, V., Aragones, J. I., & Schultz, P. W. (2007). Perspective taking, environmental concern, and the moderating role of dispositional empathy. *Environment and Behavior*, 39(5), 685–705.
- Shi, F., David, W., Yanzhi, Z., Ming-Feng, H., Chuanzhong, T., & Yang, L. (2019). Toward an ecological civilization: Mass comprehensive ecotourism indications among domestic visitors to a Chinese wetland protected area. *Tourism Management*, 70, 59–68.
- Shi, H., Fan, J., & Zhao, D. (2017). Predicting household PM2.5-reduction behavior in Chinese urban areas: An integrative model of theory of planned behavior and norm activation theory. *Journal of Cleaner Production*, 145, 64–73.
- Song, H. J., You, G. J., Reisinger, Y., Lee, C. K., & Lee, S. K. (2014). Behavioral intention of visitors to an Oriental medicine festival: An extended model of goal directed behavior. *Tourism Management*, 42, 101–113.
- Steg, L., & De Groot, J. (2010). Explaining pro-social intentions: Testing causal relationships in the norm activation model. *British Journal of Social Psychology*, 49(4), 725–743.
- Stern, P. C. (2010). Toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*, 56(3), 407–424.
- Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: The case of environmentalism. *Research in Human Ecology*, 6(2), 81–97.
- Trudel, R., & Cotte, J. (2009). Is it really worth it? Consumer response to ethical and unethical practices. *Sloan Management Review*, 50(2), 61–68.
- Tuo, Q., & Li, C. X. (2018). Research progress, theories review and academic criticism on civilized tourism in China. *Tourism Tribune*, 33(4), 90–102.
- 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.
- Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Tourism Management*, 38, 5–15.
- Víctor, C.-V., Bonnes, M., César, T.-F., Blanca, F.-S., Martha, Frías-Armenta, & Giuseppe, C. (2009). Correlates of pro-sustainability orientation: The affinity towards diversity. *Journal of Environmental Psychology*, 29(1), 34–43.
- Wang, L. L., & Zhang, X. J. (2017). Factors affecting urban residents' participation in environmental governance: An empirical analysis based on TPB and NAM. *Journal of Hunan Agricultural University*, 18(6), 92–98.
- Woodside, A. G. (2013). Moving beyond multiple regression analysis to algorithms: Calling for adoption of a paradigm shift from symmetric to asymmetric thinking in data analysis and crafting theory. *Journal of Business Research*, 66(4), 463–472.
- Woodside, A. G., & Zhang, M. (2012). Identifying x-consumers using causal recipes: Whales and jumbo shrimps casino gamblers. *Journal of Gambling Studies*, 28(1), 13–26.
- Wu, Y. J. (2009). Civilized tourism and tourism civilization: Enhancing soft power of international tourism competitiveness. *Tourism Tribune*, 24(9), 7–8.
- Yan, T. Z. (1989). Tourism and civilization. *Morality and Civilization*, 6, 11–13.
- Youth (2018). *Please stay away from ten kinds of uncivilized behaviors*. Retrieved 06.05.19 from <http://baijiahao.baidu.com/s?id=1598953754961020191&wfr=spider&for=pc>.
- Zhang, H. M., Chen, W., Zhang, Y. C., Buhalis, D., & Lu, L. (2018). National park visitors' car-use intention: A norm-neutralization model. *Tourism Management*, 69, 97–108.
- 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*, 31(11), 9–14.
- Zhang, C. X., Pearce, P., & Chen, G. H. (2019). Not losing our collective face: Social identity and Chinese tourists' reflections on uncivilised behaviour. *Tourism Management*, 73, 71–82.