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Norm-Activation Theory and Tourists' Perception of Responsibility

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Abstract

Who is responsible for negative tourism impact? In this study I investigate the tourists' perception of the negative impact in tourism and their perception of responsibility. It is an extension of the work of Gao, Huang and Zhang from 2017. Responsible tourism recognizes the responsibilities the stakeholders have in tourism in order to achieve sustainability. Considering how significantly important the tourist is in the tourism context, it is crucial to gain understandings in their perceptions. The norm-activation theory was applied as the framework for this research, and a self-administrative online survey was used to collect data. A total of 435 participants from 28 different nations completed the survey that was distributed on various social media sites.

Both studies point out that the perception of negative environmental impact influences their ascription of responsibility which in turn affects tourists' perception of responsibility. However, the present study found correlations within sociocultural and economic impact and ascription as well. Tourists perceive in general the environmental impacts to be more negative than the economic and sociocultural, and they do ascribe and perceive responsibility to themselves in addition to other stakeholders. Additionally, the perceptions of responsibility and the tourists' own travel behavior coincide with each other, suggesting that the tourists who perceive responsibility also enact on it.

Some practical implications were made in this study in relations to the tourists' sense of responsibility. Awareness has earlier been said to not be enough in order to get people to respond to the increased focus on sustainability. Yet, over the past few years people have recognized that speaking up and demanding more sustainable options is a responsibility that is important to acknowledge in order to achieve sustainability.

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Writing this master's thesis has been an educating and interesting journey. This thesis has throughout the past six months been a significant part of my life, acting as the great finally of my master's degree in "International Hospitality Management" at the Norwegian School of Hotel Management. Several themes were in the run for being chosen as *the one,* but the choice landed on responsible tourism, which turned out to be a very interesting topic. I wanted to write this thesis by myself, but I have had great help and support along the journey, in which I would like to extend my gratitude to.

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1.0 Introduction

The negative impact of tourism development is a persistent concern, and responsible tourism recognizes the responsibilities the stakeholders have in order to achieve sustainability in tourism (Goodwin & Font, 2012; Gao, Huang & Zhang, 2017). The expected tourism growth of 1,8 billion people by 2030 will cause important consequences in terms of sustainability. The tourist's «need» to see and experience the city are so intertwined with the local's life it is causing a problem, and it is a problem that is constantly growing (Koens, Postma & Papp, 2018). Local communities are struggling with issues such as overtourism, (Capocchi, Vallone, Pierotti & Amaduzzi, 2019), which includes environmental, economic and sociocultural impacts (Koens et al., (2018).

Responsible tourism is acting as the means in how to achieve sustainability within these three areas in tourism (Farmaki, Constanti, Yiasemi & Karis, 2014). Goodwin (2011) described responsible tourism as taking responsibility and recognizing that tourism is what we make out of it, which demands the stakeholders to work together, whether it is the local community, tourism industry, the tourist or others (Su, Gong & Huang, 2020). The residents' annoyance with the negative impacts of tourism has been given a great deal of attention (Postma & Schmuecker, 2017), so has the growing recognition of enabling sustainability into the tourism industry (Hall, 2019). There is, however, limited attention given to the tourists' role in terms of sustainability, and how they perceive the responsibility (Gao et al., (2017).

Tourism is often seen as an act of freedom by the tourist: when you travel, you are free from your responsibilities and burdens (Fennell, 2008). Yet, it has been argued that tourism is in fact the contrary, because tourists tend to cast off the responsibility to others, for example the tour operator or the government (Fennell, 2008; Miller, Rathouse, Scarles, Holmes &

Tribe, 2010). Letting others make the decisions for you and hence travelling with a set itinerary and schedule, is in fact very little freedom (Fennell, 2008). The scarcity of knowledge of the tourists' perception of their own responsibility is important to address, as the tourists are a critical part of tourism, and hence a significant part of being able to achieve sustainability.

1.1 Aim of the thesis

The purpose of this study is to contribute to the understanding of the perception the tourists hold of responsibility in tourism and will be doing so by replicating and extending the study by Gao, Huang and Zhang (2017), who looked into this within Chinese tourists by applying the norm-activation theory (NAT). Hence, the NAT will be used in my research as well in order to examine the relationships between the tourists' recognitions of the consequences of tourism, their ascription and perception of responsibility in tourism. In addition, the relationship between the perceived responsibility and the tourists' actual travel behavior will be examined.

2.0 Literature review

2.1 Responsible tourism

Responsible tourism is a well-known and relevant, yet hard, concept to put into practice (Gao et al., 2017). Burrai, Buda and Stanford (2019) argues that responsible tourism is ideological, with roots in real global issues, such as uneven distribution of resources and wealth, loss of values and alienation. Further, responsible tourism has been defined as a response to the challenge of sustainability, with focus on the moral responsibility of all stakeholders in the industry towards host environments and societies (Farmaki, Constanti,

Yiasemi & Karis, 2014). In the 2002 Cape Town Declaration on Responsible Tourism it was pointed out that there are multiple stakeholders involved in the delivery of responsible tourism, such as governments, local residents, the tourism industry, and the tourists (Responsible Tourism Partnership, 2020). This underlines the importance of taking responsibility for own actions no matter your role in tourism. In addition it indicates how vital it is for the stakeholders to collaborate in order to promote responsible practices to achieve sustainability in tourism (Goodwin & Font, 2012; Gao et al., 2017; Su, Gong & Huang, 2020).

Responsible tourism may be linked to what Krippendorf (1987) termed as "soft tourism". This tourism brings great benefits to all parts of tourism without causing any unendurable ecological or social harm. The needs of the travelers, hosts and the tourist businesses are at the center of the soft tourism, but not at the expense of the environment. In addition to the environment, Goodwin (2011) presented that responsible tourism considers cultural integrity, ethics, equity, solidarity and mutual respect, meaning that quality of life has a central role. This is supported by Farmaki et al. (2014) who described the key goal of responsible tourism as achieving the positive environmental, economic and sociocultural impacts the tourism industry has on a community's wellbeing. This also corresponds to the 2002 Cape Town Declaration's statement that the main purpose of responsible tourism is to equitably distribute and access the benefits of tourism. (Responsible Tourism Partnership, 2020). The Declaration stated that responsible tourism entailed three main measures; Surrounding communities' quality of life should increase as a response to tourism development; Better business opportunities and; Improved tourist experiences. Co-operation between the communities and the public and private sectors is the fundament in this achievement. When the Second International Conference on Responsible Tourism in Destinations happened in Kerala, India in 2008, the need for improved commitment to

implement responsible tourism by the government and private sectors was emphasized (Frey & George, 2010). This suggests that the effort to enforce such sustainable measures were not sufficient.

2.1.1 Raised focus, but slow action

Despite the rising focus on acting responsible in tourism, action has remained fairly slow (Dodds & Kuehnel, 2010). There has also been an evident variety of concern, both between diverse stakeholders and between the environmental, sociocultural and economic concerns. Mowforth and Munt (2003) pointed out that the tourism industry is traditionally those who has faced the most blame, both deserved and undeserved, when it comes to negative tourism impact, and that other stakeholders are fast to point a blaming finger in their direction for negative outcomes. Tourists for instance, believes that other stakeholders in tourism holds a greater responsibility for the negative impacts than themselves (Kavallinis & Pizam, 1994). Even though tourists have showed more concern about environmental impacts than other stakeholders (Kavallinis & Pizam, 1994), their ascription of responsibility to others may suggest that their own actions are slim. Tourists have for instance shown tendencies to shift off the responsibility to others by booking a trip with a set itinerary (Fennell, 2008).

There are also research that states that local residents have a higher level of self-declared pro-environmental concern than their actual behavior are showing, especially if it means making a personal sacrifice (Halpenny, 2010). Behaving pro-environmental means to minimize the negative impact one own's action has on the environment (Kollmuss & Agyeman, 2002). Often the awareness of the impacts is present, but the action is less so. In 2010 Dodds and Kuehnel found that Canadian tour operators were aware of their contribution of negative impact, but that the action remained slow.

Small and medium sized accommodation enterprises mostly practice responsible behavior due to their concern with the environment in additions to their own values, and they embrace all three dimensions (economic, environmental and sociocultural) to do so (Garay & Font, 2012). Su et al. (2020) described how a destination can exercise responsibility in a proactive and a reactive manner, meaning acting responsible prior or after the negative effect has occurred or become known to the tourists. This has shown an effect on tourists' attitudes as they are more positive towards a proactive strategy and therefore more likely to travel to that particular destination, but also react positive to a reactive behavior if the destination come across altruistic (Su et al., 2020). Similarly, tourists have shown more satisfaction towards accommodations that practices responsible activities, and it is also perceived that firms practicing these behaviors are ascribed greater value (Lee & Heo, 2009).

2.1.2 Responsible tourism related to sustainable tourism

Responsible tourism is considered an important component to sustainable tourism (Farmaki et al., 2014), but on the contrary of people's assumptions, responsible tourism is not the same as sustainable tourism. They are easily confused as they both focus on maximizing the positive effects of tourism development and minimizing the negative impact; however, the terms should not be used interchangeably (Frey & George, 2010). While they are related, they have two different meanings. Similar to responsible tourism, sustainable tourism has turned out to be a rather challenging term to define. According to Goodwin (2011) sustainable tourism assumes the problems are the same no matter where they occur with a one-solution-serves-all answer to the problem. Mowforth and Munt (2003) claimed that the different stakeholders manipulate the meaning of sustainability accordingly to their own perception of the term, which is a probable reason for people blending the two terms. There are for instance

no standard definition for a sustainable tourism destination, as each destination is different and therefore the sustainable issues differ too (Lee, 2001).

Lengyel (2016) declared that the challenging question regarding sustainability is how to make people change their view of the world in addition to their attitudes and behavior. Therefore, according to him, in order to achieve long term sustainability, we need to consider the way we are thinking, our values and how we see the world. Sustainable tourism may be considered as the appliance of the sustainable development to the tourism sector (Weaver, 2006). The Brundtland Report (1987) defined sustainable development as "development that meets the need of the present without compromising the ability of the future generations to meet their own needs".

Reaching an absolute sustainable outcome is more likely to remain an ideal than a reality due to the complexity of sustainability and the multitude of interests involved (Cater, 1994). Responsible tourism is motivating people to achieve sustainable tourism; in a way it is the road to accomplish sustainability in tourism (Goodwin, 2011). It is all about taking responsibility for carrying out sustainable development, and it identifies the economic, sociocultural and environmental issues in a local setting (Goodwin & Font, 2012). Since tourism occurs in destinations, most of the impacts of tourism are related to the destination in question. In order for the destination to benefit from tourism and not just the other way around, it is crucial for a destination to implement sustainable development. Due to this, it is important to recognize that besides the global tourism issues such as carbon pollution, it is mostly local issues that needs to be targeted when it comes to impact (Goodwin & Font, 2012).

2.2 Local issues

The development of tourism has unquestionably caused certain sustainability challenges to the different destinations and local communities (Lee, Jan & Huang, 2015). An example of local issues is overtourism, a phenomenon that has been around for decades, even though it has been believed to be a new one (Capocchi et al., 2019). Overtourism can be operationalized as a multifaceted term covering the negative challenges that follow tourism, in an environmental, economic and sociocultural aspect (Koens et al., 2018). Capocchi et al. (2019) states that recognizing overtourism as a problem has risen the sustainability focus, which is supported by Koens et al. (2018) who explains how this growing problem has helped drawn attention to the negative impacts that can follow tourism growth. Overtourism was previously associated with mass-tourism and believed to be a city-center problem only, but this is just two of common myths related to the term (Koens et al., 2018). It is better to link overtourism to the destination's carrying capacity being exceeded.

2.2.1 Carrying capacity

The term "carrying capacity" related to tourism has a rather diffuse meaning, as there are a number of definitions. However, Martin and Uysal (1990) defined the term as the number of tourists that a destination can lodge before there are any negative impacts occurring, and includes the physical environment, the hosts social acceptance level of tourism, and the physiological attitudes of the tourist. The latter is concerning whether or not the tourist feels comfortable at the destination and can for instance be affected by crowding, perceived attitudes by the locals or by a worsened condition of the physical environment (Martin & Uysal, 1990). Furthermore, Watson and Kopachevsky (1996) mentions economic carrying capacity, which they define as captivating tourist functions without having to

sacrifice other desirable activities. An exceedance of the carrying capacity is according to Hillery, Nancarrow, Griffin and Syme (2001) the root to the occurrence of environmental impacts.

2.2.2 Environmental impacts

Issues such as global warming, pollution, usage of fossil fuels, and a growing number of tourists behaving inappropriately and carelessly, are endangering the quality of the natural environment (Gössling, 00; Han, Lee & Hwang 2016). Furthermore, issues such as environmental degradation in terms of trail use, waste dumping and camping (Geneletti & Dawa, 2009), consumption of resources (Gössling & Peeters, 2015), cruise ship emissions such as air, wastewater, biocides and hazardous emissions such as waste and ash, (Carić & Mackelworth, 2014) are illustrating a small part of the environmental impacts related to tourism.

It is impossible for tourism, especially tourism based on natural attractions, to not cause some negative environmental impact (Cater, 1994). Even so, many destinations promote themselves using exactly that; their natural environment. Australia uses the Great Barrier Reef and Uluru (Ayers Rock) in their advertisings abroad (Hall, 1994). Norway's slogan is "Powered by nature" and tempts visitors with what they call Instagram-worthy spots, such as the Pulpit Rock or the Geirangerfjord (Visit Norway, 2020). In order to prevent excessive threats and/or destruction of these types of sites, some extraordinary locations have been included into the UNESCO World Heritage Site list. Both the Great Barrier Reef and the Geirangerfjord are for instance protected by being a part of the list (UNESCO, 2020).

Nejati, Mohamed & Omar (2014) found that local residents were mostly concerned about the landscape in addition to air and water quality in relation to tourism, and that they

were less worried about the impacts on the soil, sand and rock. Activities such as hiking and snorkeling could cause environmental damage (Nejati, Mohamed & Omar, 2015), and the water quality can be seriously polluted by for instance litter from tourists (Zhong, Deng, Song & Ding, 2011). Nejati et al. (2015) revealed that tourists perceived it negatively if new tourism development came at the expense of the environment, at that it might result in them not coming back, or even spreading negative word of mouth to others. Environmental tourism impacts have been covered by many researchers (Kavallinis & Pizam, 1994; Chiu, Lee & Chen, 2014; Lee et al., 2015; Han et al., 2016) however, it is critical to recognize the importance of the sociocultural and economic issues in a local setting as well.

2.2.3 Sociocultural and economic impacts

Perkuminenè and Pranskünienè (2019) discusses the importance of balancing equality between the right to travel and the residents' rights, and how we should strive to develop common sustainable tourism goals. Previous research has shown potential for tension between the two, especially with tourism growing more and more. Kuščer & Mihalič (2019) stated for instance how the residents of Ljubljana were irritated by tourism as it brought with it some negative effects such as air pollution, traffic, lower life quality and crowding, and how it negatively impacted the locals.

Füller and Michel (2014) presented the case of how changes in urban tourism leads tourists to choose alternative destinations and how this increases the problem of short-term rentals for local residents. Petterson (2006) pointed out how Sami tourism in Scandinavia impacted the Sami culture in both positive and negative manners. The beneficial side gives an insight into how tourism creates more jobs and thus higher income in addition to more public awareness about their culture. The downside gave an understanding in how the Sami culture

runs a risk at being "Disneyficated", in other words over-commercialized, in addition to the risk of excess damage to the natural environment. The Sami culture could possibly end up being jeopardized due to staged tourist attractions. These are great examples of the carrying capacity at the host destination being exceeded.

At the same time, Kavallinis & Pizam (1994) found that the local residents accepted more responsibility for negative impact than other stakeholders and drew conclusions that they have accepted that the fate of their communities lies, to a large extent, in their own hands. As an example, some Sami communities in Scandinavia has become involved in tourism in order to help out and protect their culture, wildlife and environment by making sure the tourists do not disturb these excessively (Petterson, 2006).

Spenceley (2008) mentions several potential economic effects of tourism related to employment, such as infrastructure or the number of jobs due to labor intensive industry, in addition to seasonal workers and low wages. These effects were also mentioned by Petterson (2006) and can be impacted in both a negative and a positive way. Using a local guide will for instance benefit the local community, in addition to offering authenticity to the experience since locals usually have more knowledge about their traditional culture, the nature and their own environment than outsiders (Hultman & Cederholm, 2006). Further, effects within local business development is mentioned such as demands from tourists, seasonal business and supplies to the tourism sector (Spenceley, 2008). In relation to diversified economy, Spenceley (2008) highlights standard of living, dependency of tourism, opportunity costs and the fact that the benefits are often distributed in a patchy manner, meaning that the poorest people often fall through and receive nothing.

Buzinde, Kalavar & Melubo (2014) found for instance that young, indigenous males in Tanzania abandoned their pastoral duties for the opportunity to earn money or candy of

tourists that wanted to take pictures of traditionally dressed Maasai herders. As a result, their live-stock were more easily accessible for wildlife predators. Considerations such as the environment or the sociocultural has shown tendencies of being given less priority on the expense of profit maximization (Mowforth & Munt, 2003; Cater, 1994). Responsible tourism works as a response to this capitalism trend, and forces people to take into the account the effects one's actions have on other people, environment and communities. One way of doing this is through fair trade.

2.2.4 Fair trade

Mahony (2007) elaborated the importance of fair and ethical businesses in order to achieve sustainability in tourism. Presented as a part of the responsible tourism-umbrella, fair trade was used as an example on how to achieve this in her study of South Africa. Swarbrooke & Horner (2007) defined fair trade tourism as a notion that the tourists pay a fair price for a holiday they could enjoy, without it being at the expense of the locals. For example, all-inclusive packages can be such a problem, especially on islands like Cyprus where mass-tourism is a grim reality, because it is hindering the local community to receive any economic benefits that tourism can bring (Farmaki et al., 2014).

The main barrier to act responsibly is said to be the budget, as responsible choices often is associated with increased cost (Garay & Font, 2012). This is typically the reason why people book all-inclusive trips, because it poses as a guarantee that you do not have to use any additional money once arrived. In addition, Mahony (2007) claimed that the minority of the people pay attention to certified products. Understanding the tourists' responsible behavior while traveling is for instance crucial for natural-based tourism in order to achieve sustainability (Han et al., 2016). Responsible tourism is not just concerning the tourism

industry itself but includes the tourists' responsibility to achieve sustainability (Goodwin, 2011).

2.3 The responsible tourist

To be a responsible tourist means to respond to the sustainability challenge and take responsibility wherever the opportunity present itself, and wherever one has the capability and capacity to do so (Goodwin & Font, 2012). It does not mean that you have to perform perfectly responsible one hundred percent of the time, but doing what you can to make tourism better. Chiu et al. (2014) noted that the tourist's responsible behavior tended to be influenced and shaped by their perceived value of the site of the destination, and also the by the perceived value of their own participation in the activities. According to Goodwin (2011) there are three aspects of responsibility related to tourism; accountability, capability and capacity, and responding. These are closely related to what he identifies as the three main points at the core of traveling responsibly for all parts involved; the ethic of responsibility, the willingness and capacity to respond, and to exercise responsibility. This means that awareness alone is not enough; taking action is needed to accomplish something.

Cater (1994) emphasizes the importance of tourists' awareness of the impacts their behaviors and attitudes may cause during their vacations, especially in Third World destinations where they very often cannot afford the protection of their environment.

2.3.1 Tourists' awareness of tourism impacts

In order to feel responsibility and to acknowledge that personal contribution is useful, awareness of the impact has to be present (De Groot & Steg 2009). It is necessary that tourists are properly informed about their chosen destination's characteristics in order to

reduce the negative impact of their stay (Cater, 1994). However, even though one can be informed about the occurrence of environmental damage and be aware of the problems, it does not necessarily mean that there is enough appropriate information or knowledge to know how to react to those problems (Mihalic, 2016). Miller et al. (2010) concluded that improving the awareness of the problem would not be sufficient to help people adapt to a more responsible travel behavior. They found that the tourists' awareness level about the tourism impacts is low, in addition to little understanding of how to respond to them.

Gao et al. (2017) found that awareness was not enough for the Chinese tourists in order to act responsibly. In addition, Tölkes (2020) discovered that tourists had difficulties with understanding the sustainability information given by the tour-operators, making the available information ineffective. She also found that people had problems with realizing, recognizing and understanding the sustainability attributes of the booked products, or that people might develop a responsibility denial.

Szromek, Hysa and Karasek (2019) examined the public awareness of overtourism in the context of intergenerational differences. The study showed that the younger generation showed indifference to the phenomenon, even though all generations had awareness about the issue of overtourism. When it comes to gender differences, Brown (1999) found that women evaluated the negative impact their activities might have on the environment more than men tended to do. It is appropriate to assume that tourists will practice more responsible behavior if they become more aware of and concerned about the impacts (Han et al., 2016).

2.3.2 Tourists' ascription and perception of responsibility

The tourists' perceptions of negative impacts caused by tourism influences the perceptions they have of responsibility (Gao et al., 2017). However, it might be problematic if

the tourist holds everybody else accountable for the responsibility, and believes that their own traveling is not part of the problem (Prosser, 1994). Miller et al. (2010) looked into the understanding of sustainable tourism, which is the goal responsible tourism wants to achieve, and found that the participants placed the bigger responsibility on the government than themselves. At the same time, ascribing accountability may create awareness of the actions or inactions of the stakeholders in tourism (Goodwin, 2011).

The economic, environmental and sociocultural issues are treated at different levels of importance by the tourist and is a decisive effect on where people ascribe responsibility and feel responsible (Lee, Bonn, Reid & Kim, 2017). For instance, the tourists' awareness of the transportation impacts is found to be relatively higher than the awareness of the impacts in accommodation and leisure. If tourists are satisfied with the transportation options they have, they cannot be expected to switch to more environmentally friendly options without any form of personal motivation or external encouragement (Budeanu & Emtairah, 2014).

Moreover, travel experience has shown to matter when it comes to ascribing responsibility depending on the type of ethical issue (Lee et al., 2017). The experienced traveler showed greater support for responsible tourism than the inexperienced traveler when it came to important sociocultural issues; however, the inexperienced traveler reacted more positively regarding economic issues. Despite more negative response to economic issues, the experienced traveler showed lower judgement and intention levels (Lee et al., 2017). The opposite of being a responsible tourist, is being irresponsible, yet it is often believed that responsible tourism is putting a break on the fun when traveling (Goodwin, 2011).

Antimova, Nawijn and Peeters (2012) suggested that different personal motives like distrust, skepticism and fatalism gave people an excuse to not engage in personal changes in their travel behavior. This may also be a reason for the shift of the responsibility over to other

stakeholders. Likewise, people tend to copy other's behavior and use that to support their own as a verification (Antimova et al., 2012).

2.3.3 From willingness and capability to respond to actually responding

There is a growing interest in responsible tourism, but there are still limited actual participation (Juvan & Dolnicar, 2014), and some of the reason might be due to people holding other stakeholder accountable, and ascribing responsibility to others. Some tourists do not feel like there are sufficient political actions and that the government do not do enough to help on the matter (Lorenzoni, Nicholson-Cole & Whitmarsh, 2007). However, there are also a number of reasons in which tourists may be prevented to behave in a more responsible manner, such as capability or willingness to respond. Economic concerns, special interests such as climbing or hiking, preferences of types of holidays, and advices given by others, for example tour operators or friends and family (Swarbrooke & Horner, 2007) are examples of being less capable and willing. In cases like these, the willingness to travel responsibly could be present, but certain restrictions might interfere with the capability of acting as a responsible tourist.

Being a responsible tourist means that you are more likely to show respect towards the host destination's locals and their customs, in addition to taking responsibility for own actions while traveling and recognizing that your decisions can potentially affect others as well. It has also been deemed common that a responsible tourist deliberately thinks of where the money is spent, in order to contribute to the local community (Weeden, 2011). However, Gao et al. (2017) discovered that economic issues tend to not affect the tourist's travel behavior, while sociocultural and environmental issues are more easily embraced. This implies that tourists are either less oriented or willing, or less capable to make sure their money spending affects

the local community in a positive manner. Tourists expect the tourism industry to arrange and accommodate their holiday and travel opportunities, including authenticity and interesting experiences of good quality at a reasonable price, in addition to everything being sustainably organized for them (Goodwin & Font, 2012). This emphasizes the barrier of both capability and willingness to respond in a responsible matter. There are also studies that shows that the act of tourist responsibility is contextually specific, because this behavior is socially produced in a particular time and space (Grimwood, Yudina, Muldoon & Qiu, 2015).

Stanford (2008) discusses how the dimensions – economic, sociocultural and environmental – not always are evenly demonstrated by the tourists as they all have different starting points. Some has the opportunity to leave more money at a destination, but those who cannot afford to may be more cautious with recycling or saving water (Stanford, 2008). This implies that one can have willingness to respond, but without the capability to respond, there will be no action taken. At the same time, there can also arise situations where people are fully capable to act responsibly, but deliberately choosing not to. Miller et al. (2010) found that people were reluctant to change their travel behavior unless others did too and looked at it as their right to travel and enjoy the holidays without thinking about consequences. This corresponds with Lorenzoni et al.'s (2007) findings that people see travel as a personal right, and their expectation is of a certain standard when on holiday. Petrick (2004) said that perceived value leads to satisfaction which further leads to behavioral intension. Environmentally responsible behavior has the opportunity to be shaped through activities that makes the tourists identify themselves with the ecological environment, especially if the tourist is motivated by high perceived value of the activity (Chiu et al., 2014). The tourist behavior demonstrating responsibility is dependent on the local context, and it is therefore deemed to be of importance to match the type of tourist for said context, and further support and guide them once arrived at the destination (Stanford, 2008). Gao et al. (2017) brought

forward the findings that the tourist's perception of tourism's negative impacts influences their ascription of responsibility in a positive way, which in turn enhances their responsible behavior. However, research has often pointed out that tourists' behaviors do not always mirror their attitudes, which is referred to as an attitude-behavior gap.

2.3.4 Attitude – behavior gap

One of the main reasons there is a gap between tourists' attitudes and behavior when it comes to responsible travel, is that people do not believe one individual's action could lead to a substantial outcome, and therefore their own "sacrifice" or contribution feels meaningless. This can be described as the "drop in the ocean" effect (Lorenzoni et al., 2007). There is a gap between the "home" behavior and the "away" behavior according to Cohen, Higham and Reis (2013), which contributes to the supposed shift of responsibility. People have the habit of acting less ethical during travels, and they justify their behavior in several different ways (Tolkach, Pratt & Zeng, 2017). There is for instance found lower levels of concerns for the environment when it comes to travels, compared to the daily life at home. Most of the participants in the study "escaped" their environmental concern and did not think of it as a part of their responsibility once on holiday (Cohen et al., 2013).

Furthermore, people who are personally actively engaged in environmentalism has also been proved to have an attitude-behavior gap when it comes to traveling. People showed tendencies to justify their traveling behavior with comparing themselves to worse behavior by others or blaming external pressures or financial and time limitations (Juvan & Dolnicar, 2014). The desire for comfort and convenience may act as a barrier to behaving responsible (Kollmuss & Agyeman, 2002). One approach to make tourists want to contribute could be to consider tourists as a "partner" and make a dual goal for sustainable tourism; minimizing the

negative impacts at the destination and still delivering a quality tourist experience (Han et al., 2016). A course of action for exploring the tourists' intentions of traveling responsibly is through norm-activation theory (Gao et al., 2017).

2.4 Norm-activation theory (NAT)

Norm-activation theory (NAT) was initially used in order to explore self-sacrificing or prosocial intentions and behavior, such as donating bone marrow (Schwartz, 1970) and helping behavior in emergencies (Schwartz & Clausen, 1970), and was later used to predict pro-environmental behavior (De Groot & Steg, 2009; Qiao & Gao, 2017; Gao et al., 2017). Prosocial behavior can be defined as acting altruistic, implying that one has concerns about others and acts for their benefits (Rosenhan & White 1967; Steg & De Groot, 2010). In relation to pro-environmental behavior, it was found three relevant value types of environmentalism: Egoistic values or self-interest, altruism towards other people, and altruism towards other species and the biosphere (Stern & Dietz, 1994; Stern, Dietz, Abel, Guagnano, & Kalof, 1999). Pro-environmental behavior is therefore to be considered an extension of pro-social behavior (De Groot & Steg, 2009; Steg & De Groot, 2010).

According to NAT, which is sometimes referred to as NAM (norm-activation model), the chance of people acting altruistic depends on how people perceive and recognize possible negative consequences for others involved, and which degree of responsibility they ascribe to themselves in order to mitigate the impact (Schultz, Gouveia, Cameron, Tankha, Schmuck & Franěk, 2005). The ones who value the environment is said to be more likely to act selflessly in order to reduce the negative impacts that may occur (Shin, Moon, Jung & Severt, 2017). Schultz et al. (2005) implied that the relationship between personal norm and behavior is

influenced by people's awareness of negative consequences and how they ascribe the responsibility.

In other words, NAT uses three variables to predict this behavior. The first is awareness of consequences (AC), which considers the perception people have of the environmental and social impacts of their actions (De Groot & Steg, 2009), in addition to the economic impacts (Gao et al., 2017). Second is ascription of responsibility (AR), meaning whether or not people ascribe responsibility for the consequences to themselves (Gao et al., 2017). This includes peoples' belief, or denial, that their contribution would have any effect of the negative consequences of others (Stern et al., 1999). Denial might be used as a defense mechanism in order to neutralize the feeling of moral obligation (Schwartz & Howard, 1980) Lastly is personal norm (PN), which means the moral obligation people feel internally to respond (De Groot & Steg, 2009). Personal norm is the feeling of moral obligations to engage in prosocial and pro-environmental behaviors (Steg & de Groot, 2010).

Several studies have found support for the NAT, both regarding prosocial behavior and pro-environmental behavior (Steg & De Groot, 2010), such as studies on reduction of car usage (Eriksson, Garvill & Norlund, 2006), water saving in regards to turning off faucet while brushing teeth (Harland, Staats & Wilke, 2007), and energy policies to reduce CO_2 emissions (De Groot & Steg, 2009). A few examples of similar studies are listed below.

There is, as shown in table 1, a pattern for the AC to influence AR, and that this initially influences PN. The tourists' perception of responsibility in tourism (Gao et al., 2017) is the research that will be replicated and extended in this thesis.

Table 1

Summary of previous similar studies

Title	Authors & Year	Respondents	Related Findings
Explaining prosocial intentions: Testing causal relationships in the norm-activation model	Steg & De Groot, 2010	Study 1: Restaurant guests in Groningen, the Netherlands (N=174)	Study 1: High AC caused a higher AR and a stronger PN to take actions. AR mediated the relationship between AC and PN.
		Study 2: Citizens of Groningen (N=102).	Study 2: Same as Study 1. In addition, outcome efficacy (OE) partially mediated the relationship between AC and PN
		Study 3: Students at University of Groningen (N=92)	Study 3: Same as study 1. In addition, AC had a direct effect on PN when OE was controlled
Carbon footprint mitigation on vacation: A norm-activation model	Vaske, Jacobs & Espinosa, 2015	General public in the Netherlands (N=1144)	Awareness of general environmental consequences (AC) influences ascription of responsibility for the environmental in general (AR), which further partially was mediated by norm salience (PN)
Chinese tourists' perceptions of climate change and mitigation behavior: An application of norm-activation theory	Qiao & Gao 2017	Chinese tourists (N=557) at popular tourist attractions in three Chinese cities: Hangzhou, Beijing and Fuzhou	Research suggests that the tourists that acknowledges that climate change is a current problem, and holds behaviors such as energy saving and carbon reduction, are more likely to adopt these behaviors as well
Tourists' perception of responsibility: An application of norm-activation theory	Gao, Huang & Zhang, 2017	Chinese tourists (N=267) at two UNESCO World Natural Heritage Sites in China	Tourists' perception of the negative impacts of tourism (AC), positively affected their ascription of responsibility (AR), which in turn exercises direct positive influence on tourists' perception of responsibility (PN)

3.0 Hypotheses and conceptual model

The present study will replicate and further extend the research of Gao et al. (2017) in a modified way in order to yield better understanding of tourists' perception of responsibility in tourism. Instead of merely Chinese visitors of natural heritage site as participants, the common tourist will be targeted. A selection of the questions in Gao's survey will also be adjusted for clarification, and other items will be added in order to gain better insights into the tourists' views. Moreover, this is in order to distinguish between economic, environmental and sociocultural impacts.

The same three hypotheses as Gao et al. (2017) tested will be examined in this study as well. The present study will also provide other findings due to supplementary hypotheses, and it will be looked into the tourists' actual responsible travel behavior in order to see if this study can support or reject the findings of an attitude-behavior gap (Juvan & Dolnicar, 2014). The original model is therefore extended to include actual tourist behavior, in addition to AC, AR and PN. Based on the theory above, the additional hypotheses H1, H3 and H6 was made to supplement Gao et al.'s three original hypotheses H2, H4 and H5.

H1: Tourists' perception of negative environmental impacts is significantly higher than their perceptions of negative economic and sociocultural impacts of tourism.

H2: Tourists' perception of the negative impacts of tourism [AC] has a significant and positive impact on their ascription of responsibility [AR].

H3: Tourists ascribe significantly more responsibility to other stakeholders of tourism than the tourist.

H4: Tourists' perception of the negative impacts of tourism [AC] has a significant and positive impact on their perception of responsibility [PN].

H5: Ascription of responsibility [AR] has a significant and positive impact on tourists' perception of responsibility [PN].

H6: Tourists' perception of responsibility [PN] has a significant and positive correlation with tourists' actual responsible behavior.

Figure 1

Conceptual framework

H1
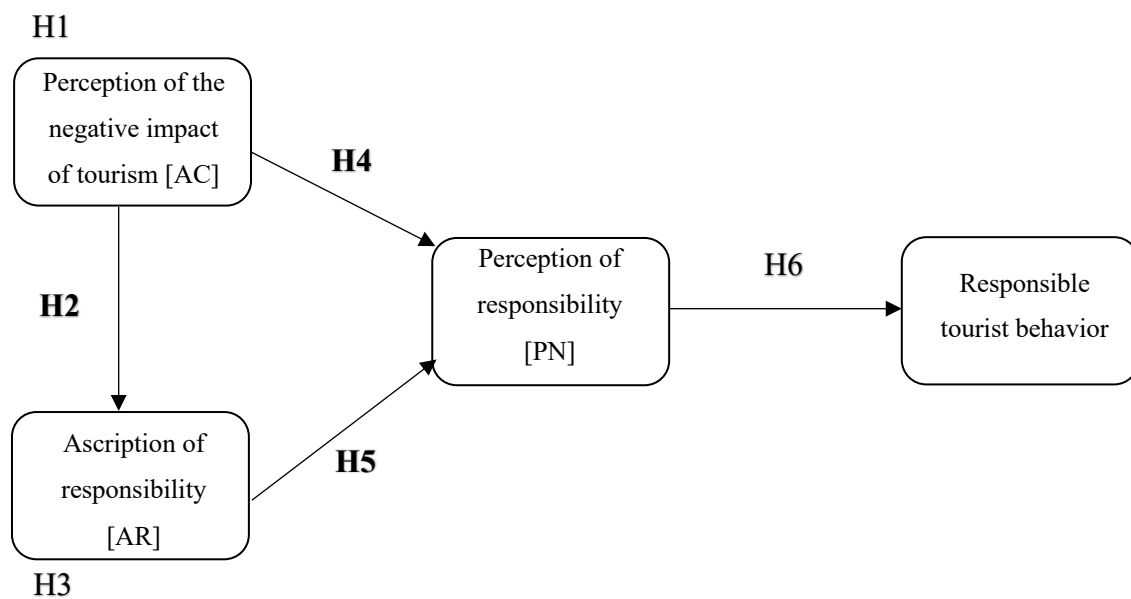
Note. Replicated hypotheses are in boldface.

4.0 Methodology

This descriptive research is aiming to reach better understandings for the tourists' perceptions of responsibility in the tourism context and is using Gao et al.'s study as a starting point. The original study of Gao et al. developed a survey with items based on the findings

from personal interviews. I did not have the same opportunity to find further items with the same procedure due to the Covid-19 social restrictions that was present at the same time this study was written. Items were instead made based on earlier research and served as a supplement to Gao et al.'s chosen items.

Gathering data through surveys makes the information empirical and to a certain degree generalizable, but it also serves some challenges such as lack of depth in information and an uncertain response rate (Kelly, Clark, Brown & Sitzia, 2003). Surveys allows for a description of the tourists' perceived responsibility in tourism (Lavrakas, 2008; Gao et al., 2017). The data in my research was collected in a week's time through an online survey, mainly distributed through medias that was conveniently available to me on the grounds of the Covid-19 lockdown. Based on a network consisting of different age groups and nationalities the survey was distributed on social medias such as Facebook and LinkedIn. Using online surveys to collect data is increasing rapidly (Floyd & Fowler, 2014), and it is a time-efficient and has the potential to accessing a broader distribution of participants, especially geographically speaking (Lefever, Dal & Matthíasdóttir, 2007). Since the purpose of this study was to gain information about the common tourist, the online survey made it easier to reach a broader audience. The survey was complemented by access on smartphones, which offers the possibility of a broader measurement (Elevelt, Lugtig & Toepoel, 2019). People usually have their smartphones on them, meaning they can more conveniently take the survey as soon as they have a few minutes to spare.

Like the original study, the key constructs were perceptions of the negative impacts of tourism, linked to the awareness of consequences (AC) in the norm-activation theory; ascription of responsibility of such negative impacts (AR); and perception of responsibility of said impacts (PN) (Gao et al., 2017). In addition, responsible tourist behavior is introduced as

a construct. A pilot study was first sent out to five people representing different age groups and levels of English skills in order to examine the measurement items. In all, three pilot studies ended up being altered and sent out before the final survey was complete. The first pilot study included a common mistake of including questions that did not necessarily contribute to the purpose of the study (Floyd & Fowler, 2014), such as motivation for traveling and which types of traveling the participants had done. These were eliminated and cut the number of items in half. Further, it was made an effort to make the survey easier to use (Floyd & Fowler, 2014), and therefore unnecessary wordings were removed in order to get less text to read. Instead of repeating "Tourists have the responsibility to…" for each of the twelve items on tourist responsibility, the phrase was set as a heading and the variety of endings of the sentence were written underneath.

4.1 Survey instrument

The survey instrument in the present study mostly followed the layout in the research of Gao et al. (2017), such as the categorical demographic data. This included nominal level of measurements such as gender and employments statuses, in addition to ordinal categorical data such as financial status and level of education. However, several adjustments have been made. Some measurement items were repeated from the previous study and supplemented by items identified from other related literature. The measurement items to ascription of responsibility (AR) were changed from consisting of four items to six, in order to separate the perceived responsibility for the negative economic, sociocultural and environmental consequences. Further, some changes were made to other AR items, such as "Tourism is about enjoying oneself, tourist have no responsibility for the negative impacts" was changed to "the responsibility lies with the government, companies and locals, not the tourist". The

item to measure outcome efficacy, "tourists can do something to mitigate the negative tourism impacts" was kept in order to measure both the ascribing of responsibility, and the belief that the ascription could lead to something better.

Table 2

Measurement items AR and PN

Measurement items	Scale
Ascription of responsibility (AR)	Strongly disagree – Strongly agree
Tourists have a responsibility for the negative economic impacts of tourism	1 – 7
Tourists have a responsibility for the negative sociocultural impacts of tourism	
Tourists have a responsibility for the negative environmental impacts of tourism	
Tourists can do something to mitigate the negative impacts of tourism	
The responsibility lies with the government, companies and locals, not the tourist	
Tourists have nothing to do with the negative tourism impacts	
Perceptions of responsibility (PN)	Strongly disagree – Strongly agree
Basic responsibility	1 - 7
Tourists have the responsibility to respect local culture	
Tourists have the responsibility to protect the environment	
Tourists have the responsibility to obey local laws and regulations	
Tourists have the responsibility to protect the wildlife	
Tourists have the responsibility to protect the nature	
Extra responsibility	
Tourists have the responsibility to minimize the use of rare local resources	
Tourists have the responsibility to use restaurants run by locals	
Tourists have the responsibility to use locally owned accommodation	
Tourists have the responsibility to make economic contributions to the local society	
Tourists have the responsibility to communicate with locals	
Tourists have the responsibility to consider the impacts of their transportation choices	
Tourists have the responsibility to consider the impacts of the activity choices	

The measurement items for perception of responsibility (PN) was extended from the original nine items to twelve, due to some of the original items being unclear. An effort was made to avoid double-barreled questions in order to get a clearer picture of the respondents' answers (Litwak, 1956). In the present survey, measurement items such as "tourists have a responsibility to protect wild animals and plants" were separated into two questions. If not separated, there would be no way of knowing if the respondents answered based on wild animals, nature or a combination of both. The same procedure was done with the responsibility to use restaurants and accommodation run by local people.

In addition, two measurement items regarding consideration about the impacts of the transport and activity choices were included, based on related literature (Budeanu & Emtairah, 2014). Like the original study, the perceived responsibilities were divided into two levels; basic and extra. Basic responsibilities include the low-cost and neutral behaviors, and the extra responsibilities feature the higher-cost and more active behaviors related to time, money and energy (Gao et al., 2017).

Correspondingly, the measurement items regarding the perception of negative tourism impacts (AC) went through the same procedure of separating double-barreled questions. In addition, the items "life quality for locals", "crime" and "infrastructure" were added due to related literature (Kuščer & Mihalič, 2019; Petterson, 2006; Spenceley, 2008), changing the number of items from eleven to seventeen. The measurement scale was also changed from "greatly improved – greatly worsened" to "very negative – very positive" due to two reasons. The first reason was to simplify the items in order to make it easier, and less to read, and therefore improve the answering efficiency, which the pilot test responded well to. The other reason was to avoid confusion between the different scales, as the others went from negatively charged to positively charged poles, but in this particular category the poles were

switched. In the present research, all scales went from negatively charged (Strongly disagree/ Very negative/ Never) to positively charged (Strongly agree/ Very positive/ Always). Because constructs such as travel behavior, opinions of tourists' responsibility, and attitudes of responsible tourism are used in the survey, the measurements rely on rating scales (Keusch & Yang, 2018).

Table 3

Measurement items AC

Measurement items	Scale
Perception of negative tourism impacts (AC)	Very negative – Very positive
In general, do you think tourism has impacted the following in a positive or negative way?	1 – 7
Air quality	
Water quality	
Natural environment	
Wildlife	
Nature	
Traditional culture	
Community cohesion	
Life quality for locals	
Crime	
Traffic	
Public facilities	
Social morality	
Infrastructure	
Benefit distribution between locals and outside investors/businessmen	
Real estate	
Prices on goods	
Prices on services	

Lastly, measurement items in relation to the tourists' personal travel behavior was added in order to see if this research could support or reject the previous findings of an attitude-behavior gap. In total twelve items related to the measurement items of AC, AR and PN were developed.

Table 4

Measurement items personal travel behavior

Measurement items	Scale
Personal travel behavior	Never – Always
	1 – 7
I avoid tourist traps	
I travel to lesser known destinations	
I travel outside of the peak season	
I shop from local stores	
I stay at locally owned accommodations	
I tip accordingly to what is expected in host destinations	
I respect and follow laws and regulations	
I eat at local restaurants	
I learn and use a few phrases of the local language	
I consider the impacts of my choice of transport	
I consider the impacts of my choice of activities	
I make sure my money goes to the local community whenever I can	

These questions appeared in the very beginning of the survey in order to minimize the risk of people responding in regard to social desirability, as being aware of their own opinion on AC, AR and PN could affect how they think they should respond. It is impossible to know how honest responses the participants are giving when it comes to self-reporting surveys. Earlier research show that people faking their answers is a problem in several assessment contexts (Holden, Wood, Tomashewski, 2001), however it is less practiced in self-completion

surveys as the respondents are more in control, with a feeling of more privacy (De Leeuw, 2005). This type of social desirability bias can give a skewed result accordingly to what is thought of as acceptable (Triga & Manavopoulus, 2019). In order to prevent this in the present survey it was made completely anonymous, allowing participants full privacy and discretion and the opportunity to answer more honest without judgement.

4.2 Participants

In total 543 participants did the survey, and a total of 435 (N=435) were approved after all partially completed surveys were removed. The age ranged from 15 to older than 75 years old, with a mean of 36. The participants were sorted into generational cohorts. The cohorts are a bit diffuse in which years represent the end of one cohort and the beginning of the next, so in this paper the following cohort classification is being used: the Silent Generation 1925-1945 (Lehto, Jang, Achana & O'Leary, 2008) baby boomers 1946-1965 (Jorgensen, 2003), Generation X 1965-1980, Generation Y 1981-1999 (Mhatre & Conger, 2011), and Generation Z which will be categorized as those born in 2000 or later in this paper. Only two belonged to the Silent Generation, followed by six in Generation Z, and fifteen Baby Boomers. 122 represented Generation X, meanwhile Generation Y with their 290 participants stood for 66,7% of the participants.

In total there were 199 males participating compared to 233 females. 3 participants defined themselves as "other". 28,3% considered themselves financially secure, and 5,1% admitted they were financially struggling. The majority (51%) were comfortable, but still budgeted for most things. 280 participants had a University undergraduate or postgraduate degree, and ten had completed elementary school only. The vast majority (58,6%) was full-time employees, and 20,7% identified as students, both with and without part time job. In

total 28 nationalities were represented, however, 278 of the participants were Norwegians. Several countries such as India, Latvia, Russia, Argentina and Brazil only had one representative each, and other countries such as France, Denmark, Poland and Spain had less than ten participants. Only Canada (N=21), Mexico (N=10), Germany (N=16), Great Britain (N=41) and United Stated (N=23) had more than ten representatives in addition to Norway.

4.3 Procedure

The participants were recruited through a non-probability convenience sampling approach through online social media sites such as several groups on Facebook, LinkedIn and through e-mail. The social restrictions that came along the Covid-19 virus made it difficult to share the survey in other ways, and the media chosen were of convenience. It requires people to own a smartphone or computer in order to take the survey, because the chances of people borrowing these in order to take the survey is rather low. Elevelt et al. (2019) found that people who more often completed all tasks on the smartphone tended to be the younger participants, those more conscientious and often introverts. Nonprobability convenience sampling is a data gathering procedure that does not give all the units and participants in a population an equal chance of being included because the samples are usually gathered by soliciting volunteers through media etc. (Etikan, Musa & Alkassim, 2015; Hultsch, MacDonald, Hunter, Maitland & Dixon, 2002). The participants in this study voluntarily and actively clicked onto the survey link after seeing a message on one of my profiles encouraging them kindly to participate.

Conducting the survey online is a convenient, time-efficient and low-cost method (Leiner, 2019). Even so, a common drawback to using this method is invalid answers (Leiner, 2019). A typical way to get an invalid answer is that people simply do not comprehend the

content of the question, due to for instance unfamiliar words (Payne,1950). In an attempt to make all questions comprehensible and clear to all participants who may or may not understand the scope of responsible tourism, an explanation was given on top of each question page where necessary. This way all participants had the same definitions to base their answers around.

There is also the case of "satisficing", which is an umbrella-term for several strategies when the cognitive resources available are not sufficient for those required to complete the survey (Krosnick, 1991). Some participants may use the "I do not know" or "neutral" options frequently, or even decide to withdraw their participation. Others might constantly "agree" with the statements without paying attention to the content of the questions, regardless to their true opinions (Triga & Manavopoulus, 2019).

5.0 Findings

5.1 Hypothesis 1

Tourists' perception of negative environmental impacts is significantly higher than their perceptions of negative economic and sociocultural impacts of tourism.

In this study, air quality was perceived the most negatively impacted of the environmental items with a mean (M) of 2,81, whereas water quality was perceived the least negatively impacted (M = 3,34). As shown in table 5, all the means are on the negative side of the scale. These two items, representing the highest and lowest mean, were compared with the sociocultural and economic AC items, in order to determine whether or not the tourists perceive the environmental impacts to be more negatively impacted than the other two.

Table 5

Perceptions of environmental impacts

AC Environmental items	N	Mean	Std. Deviation
Air quality	435	2,81	1,253
Water quality	435	3,34	1,268
Natural environment	435	2,92	1,255
Wildlife	435	2,96	1,334
Nature	435	2,94	1,287

All the economic items show a probability value (p-value) lower than 0,05 (P = .001; .037; .000) when the test value is set to 3,34 (see table 6), suggesting that there is a significant difference between the items and the most negatively perceived environment item. Looking at the mean difference (MD), it shows that in comparison with M = 3,34 economical means are ranging from 0,136 to 1,071 higher. This illustrates that tourists believes the consequences on the environment to be worse than for the economic part of tourism, thus, hypothesis 1 is so far *partially supported*.

Table 6

Comparing negative environmental impact to economic impact

One-Sample Test Test Value = 3,34	t	df	Sig. (2-tailed)	Mean Difference
Prices on services	3,285	434	**,001**	,214
Prices on goods	2,092	434	**,037**	,136
Real Estate	11,497	434	**,000**	,828
Benefit distribution between locals and outside investors/businessmen	18,954	434	**,000**	1,071

Note. All significant differences are in boldface.

Comparing the environmental mean of 3,34 to the sociocultural items as shown in table 7, it is evident that also here there is a significant difference (p = .000), and the mean difference ranges from 0,235 to 1,798 greater in value. However, one of the items, traffic, shows a negative mean difference (MD = -0,420), meaning it is actually significantly less than M = 3,34. Comparing traffic to the most negative environmental items, air quality (table 8), the p-value (.059) is greater than .05, meaning there is no significant difference between the two. However, by a single exception, tourists perceive more negative impacts on the environment than sociocultural and economy, and it is concluded that H1 is *supported* in this research.

Table 7

Comparing negative environmental impact to sociocultural impact

One-Sample Test Test Value = 3,34	t	df	Sig. (2-tailed)	Mean Difference
Infrastructure	32,672	434	**,000**	1,798
Social morality	15,459	434	**,000**	,711
Public facilities	23,030	434	**,000**	1,393
Traffic	-7,254	434	**,000**	-,420
Crime	4,062	434	**,000**	,235
Life quality for locals	23,163	434	**,000**	1,366
Community cohesion	14,552	434	**,000**	,637
Traditional culture	7,080	434	**,000**	,423

Note. All significant differences are in boldface.

Table 8

Comparing traffic to lowest environmental mean value

One-Sample Test Test Value = 2,81	t	df	Sig. (2-tailed)	Mean Difference
Traffic	1,890	434	,059	,110

5.2 Hypothesis 2

Tourists' perception of the negative impacts of tourism [AC] has a significant and positive impact on their ascription of responsibility [AR].

To test this hypothesis, the AC items was compared to the AR items in order to check for any signs of significant correlations, and was divided into environmental, economic and sociocultural correlation groups. Only one item, real estate, categorized under economic responsibility and impact showed signs of significant correlations (p = 0,037), however the correlations (CC) is weak (CC=-0,100). No signs of correlations between impact and outcome efficiency (believing that tourists can do something to mitigate the negative impacts of tourism) were shown within the economic items.

Regarding the sociocultural responsibility and impact, shown in table 9, half of the items showed significant correlations. Traffic (p = .003), life quality for locals (p = .005), community cohesion (p = .001) and traditional culture (p = .011) showed negative, but weak correlation to the ascription for the negative sociocultural impacts, yet none of the eight AC items showed any significant correlations to perceived outcome efficiency. The low, negative correlation coefficient implies that the ones perceiving the consequences as more negative also ascribe a bit more responsibility to the tourist.

Table 9

Correlations between negative sociocultural impacts and ascriptions of responsibility

Spearman Correlation		Infra-structure	Social morality	Public facilities	Traffic	Crime	Life quality for locals	Community cohesion	Traditional culture
Tourists have a responsibility for the negative sociocultural impacts of tourism	Correlation Coefficient	-,057	-,049	-,013	-,143[**]	-,059	-,134[**]	-,154[**]	-,121[*]
	Sig. (2-tailed)	,231	,307	,790	**,003**	,220	**,005**	**,001**	**,011**
	N	435	435	435	435	435	435	435	435
Tourists can do something to mitigate the negative impacts of tourism	Correlation Coefficient	-,015	-,005	,016	-,050	-,085	-,070	-,059	-,088
	Sig. (2-tailed)	,749	,920	,743	,300	,076	,142	,222	,068
	N	435	435	435	435	435	435	435	435

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Note. All significant correlations are in boldface.

Only within the environmental impacts, all related AC items showed significant correlation ($p < .01$) to the AR items (shown in table 10). The correlation coefficient is medium to medium low, being between -0,192 and -0,361. In addition, environmental impacts is the only one suggesting any outcome efficiency ($p < .01$), with negative medium low correlations (all < 0,282). Based on these findings, H2 is not supported regarding the economic impact and ascription of responsibility, partly supported concerning the sociocultural, and supported in relations to the environmental. In total, H2 is *partially supported*.

Table 10

Correlations between negative environmental impacts and ascriptions of responsibility

Spearman Correlation		Air quality	Water quality	Natural environment	Wildlife	Nature
Tourists have a responsibility for the negative environmental impacts of tourism	Correlation Coefficient	-,302**	-,192**	-,361**	-,331**	-,351**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435
Tourists can do something to mitigate the negative impacts of tourism	Correlation Coefficient	-,282**	-,172**	-,251**	-,237**	-,254**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435

**. Correlation is significant at the 0.01 level (2-tailed).

Note. All significant correlations are in boldface.

5.3 Hypothesis 3

Tourists ascribe significantly more responsibility to other stakeholders of tourism than the tourist.

To test H3, the means of the AR items are compared to one another. The item "The responsibility lies with the government, companies and locals, not the tourist» had a mean score of 4,47 and is representing the test value. Comparing it to the other AR items, it is shown that they all show significant difference (p = .000). The fully disclaimer of reliability for the tourist is the only item with a negative mean difference, meaning that the participants were uttering more disagreeableness towards this item compared to the one shifting the responsibility to other stakeholders. The remaining four items carried significantly more

agreeableness than the test value, with responsibility for economic impact at the lowest (MD = 0,663) and the statement that tourist can contribute to chance at the highest (MD = 1,192) (see table 11). The tourists are not ascribing more responsibility to other stakeholders of tourism than the tourist, rather the contrary, meaning that H3 in this research is *rejected*.

Table 11

Ascription of responsibility

One-Sample Test				
Test Value = 4,47	t	df	Sig. (2-tailed)	Mean Difference
Tourists have nothing to do with the negative tourism impacts	-30,574	434	**,000**	-2,015
Tourists can do something to mitigate the negative impacts of tourism	22,685	434	**,000**	1,192
Tourists have a responsibility for the negative environmental impacts of tourism	17,849	434	**,000**	1,054
Tourists have a responsibility for the negative sociocultural impacts of tourism	12,136	434	**,000**	,744
Tourists have a responsibility for the negative economic impacts of tourism	10,201	434	**,000**	,663

Note. Significant differences are in boldface.

5.4 Hypothesis 4

Tourists' perception of the negative impacts of tourism [AC] has a significant and positive impact on their perception of responsibility [PN].

A correlation analysis was done to test this hypothesis, and the AC items were tested if they had any correlation to the PN items. No significance was detected for the economical

items (p > .05), and for the sociocultural it was detected partial significant correlation,

presented in table 12.

Table 12

Perception of negative sociocultural impact and the perception of responsibility

Spearman Correlation		Infra-structure	Social morality	Public facilities	Traffic	Crime	LQ for locals	Com. cohesion	Trad. culture
Tourists have the responsibility to respect local culture	CC	-,038	-,103[*]	-,128[**]	-,142[**]	-,112[*]	-,077	-,095[*]	-,145[**]
	Sig. (2-tailed)	,431	**,032**	**,007**	**,003**	**,020**	,109	**,047**	**,002**
	N	435	435	435	435	435	435	435	435
Tourists have the responsibility to obey laws and regulations	CC	,056	-,003	-,032	-,031	-,093	-,007	-,019	-,011
	Sig. (2-tailed)	,240	,947	,504	,521	,052	,891	,700	,826
	N	435	435	435	435	435	435	435	435
Tourists have the responsibility to communicate with locals	CC	,040	,021	-,016	-,082	-,067	,033	-,068	-,093
	Sig. (2-tailed)	,406	,663	,745	,089	,162	,490	,157	,052
	N	435	435	435	435	435	435	435	435
Tourists have the responsibility to consider the impacts of their transportation choices	CC	-,019	,005	,012	-,115[*]	-,092	-,070	-,119[*]	-,159[**]
	Sig. (2-tailed)	,696	,924	,802	**,016**	,056	,146	**,013**	**,001**
	N	435	435	435	435	435	435	435	435
Tourists have the responsibility to consider the impacts of their activity choices	CC	-,017	-,051	-,011	-,131[**]	-,094	-,055	-,115[*]	-,148[**]
	Sig. (2-tailed)	,725	,292	,822	**,006**	,051	,252	**,017**	**,002**
	N	435	435	435	435	435	435	435	435

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Note. Significant correlations are in boldface. CC = Correlation Coefficient; LQ for locals = Life Quality for Locals; Com. Cohesion = Community Cohesion; Trad. Culture = Traditional Culture.

The perceived responsibility to respect local culture showed a significant correlation to social morality (p = .032), public facilities (p = .007), traffic (p = .003), crime (p = .020), community cohesion (p = .047) and traditional culture (p = .002). All of the above revealed a negative and low correlation, with impacts on traditional culture representing the largest correlation at -0,145. This represent the notion that those who perceive the traditional culture to be more negative impacted, also perceive more responsibility to respect local culture.

Further, the perceived responsibility to consider the impacts of transportation choices is significantly correlating with traffic (p = .016), community cohesion (p = .013) and traditional culture (p = .001), showing a correlation coefficient of -0,115, -0,119, and -0,159, respectively. The same three AC items are showing significant correlation to the perceived responsibility to consider the impact of activity choices, (p = .006, .017 and .002), however, also here the negative correlations are low, with –0,148 as the greatest.

Table 13 shows the correlation within the environmental items, and it shows that nearly all crossings demonstrate significant correlations. As seen earlier, the correlation coefficient is ranging between low (0,110) and medium low (0,263), meaning those who perceive the consequences as more negative also perceive more responsibility. Perceived responsibility to protect wildlife is not showing significant correlations to water quality (p > .05), and regarding the responsibility to minimize the use of rare local resources, water quality and traffic did not correlate (p > .05). These three are the only exceptions, however it is debatable how related these items are to those specific perceived responsibilities.

Table 13

Perception of negative environmental impact and the perception of responsibility

Spearman Correlation		Wildlife	Nature	Natural environment	Water quality	Air quality	Traffic
Tourists have the responsibility to protect the environment	Correlation Coefficient	-,214**	-,230**	-,231**	-,131**	-,149**	-,166**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,006**	**,002**	**,001**
	N	435	435	435	435	435	435
Tourists have the responsibility to protect the wildlife	Correlation Coefficient	-,185**	-,200**	-,210**	-,061	-,147**	-,140**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	,205	**,002**	**,003**
	N	435	435	435	435	435	435
Tourists have the responsibility to protect the nature	Correlation Coefficient	-,214**	-,219**	-,217**	-,110*	-,150**	-,137**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,022**	**,002**	**,004**
	N	435	435	435	435	435	435
Tourists have the responsibility to minimize the use of rare local resources	Correlation Coefficient	-,210**	-,200**	-,198**	-,085	-,136**	-,091
	Sig. (2-tailed)	**,000**	**,000**	**,000**	,075	**,004**	,057
	N	435	435	435	435	435	435
Tourists have the responsibility to consider the impacts of their transportation choices	Correlation Coefficient	-,263**	-,258**	-,248**	-,138**	-,226**	-,115*
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,004**	**,000**	**,016**
	N	435	435	435	435	435	435
Tourists have the responsibility to consider the impacts of their activity choices	Correlation Coefficient	-,239**	-,256**	-,234**	-,146**	-,179**	-,131**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,002**	**,000**	**,006**
	N	435	435	435	435	435	435

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Note. Significant correlations are in boldface.

Based on the mixed results, H4 is rejected for the economic, partially supported for sociocultural, and supported for the environmental perceived responsibilities and consequences. In total, the hypothesis is *partially supported*.

5.5 Hypothesis 5

Ascription of responsibility [AR] has a significant and positive impact on tourists' perception of responsibility [PN].

To test this hypothesis, signs for correlations was checked. First, it was looked into if there was any significant difference between the perceived basic and extra responsibilities (see table 14). The lowest mean value for the basic responsibilities (M=6,32) was set as the test value to see if there was any significant difference to the extra. All the extra PN items showed support for this (p = 0,000), and the mean difference indicated a negative difference. Since the original study compared basic responsibilities with the extra, this was also conducted in my study.

In table 15 all the extra responsibilities are represented, and they all show significant correlations (p < .01) with the AR. Correlation coefficient varied between a fairly low 0,217 to a medium 0,499, in contrast to the basic responsibilities which ranged between 0,147 to 0,408. On average the low-cost and low effort responsibilities correlated 0,271 with AR opposed to the average for the extra's correlations of 0,370. This signifies that the more people ascribe responsibility, the higher perception of extra responsibility is present, and for the basic less so.

Table 14

Comparing the perception of basic and extra responsibilities

One-Sample Test Test value = 6,32	t	df	Sig. (2-tailed)	Mean Difference
Tourists have the responsibility to use locally owned accommodation	-17,065	434	**,000**	-1,017
Tourists have the responsibility to make economic contributions to the local society	-12,397	434	**,000**	-,745
Tourists have the responsibility to communicate with locals	-14,976	434	**,000**	-,849
Tourists have the responsibility to consider the impacts of their transportation choices	-16,527	434	**,000**	-,902
Tourists have the responsibility to consider the impacts of their activity choices	-12,813	434	**,000**	-,649
Tourists have the responsibility to use restaurants run by locals	-9,605	434	**,000**	-,543
Tourists have the responsibility to minimize the use of rare local resources	-4,417	434	**,000**	-,249

Note. Significant differences are in boldface.

Table 15

Relationship between ascription of responsibility and perception of extra responsibilities

		Tourists have the responsibility to:						
Correlation Extra Responsibilities		minimize the use of rare local resources	use restau-rants run by locals	use locally owned accommo-dation	comm-unicate with locals	consider the impacts of their transport-ation choices	consider the impacts of their activity choices	make economic contri-bution to the local society
Tourists have a responsibility for the negative sociocultural impacts of tourism	CC	,322**	,363**	,377**	,266**	,449**	,461**	,377**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435	435	435
Tourists have a responsibility for the negative economic impacts of tourism	CC	,340**	,424**	,427**	,263**	,450**	,461**	,418**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435	435	435
Tourists have a responsibility for the negative environmental impacts of tourism	CC	,365**	,366**	,395**	,233**	,499**	,492**	,355**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435	435	435
Tourists can do something to mitigate the negative impacts of tourism	CC	,238**	,337**	,330**	,217**	,428**	,410**	,309**
	Sig. (2-tailed)	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**	**,000**
	N	435	435	435	435	435	435	435
**. Correlation is significant at the 0.01 level (2 tailed).								

Note. All significant correlations are in boldface. CC = Correlation Coefficient.

Next, all three categories (economic, sociocultural and environmental) was checked for correlations between AR and PN, and they all showed signs of significant correlation ($p <$ .01). For the economic items in table 16 it is presented positive and medium correlations, ranging from 0,309 to 0,427. This pattern is demonstrated for all three categories, meaning that when ascription of responsibility rises, so does the perception of responsibility. H5 is *supported* in this research.

Table 16

The relationship between the ascriptions and perceptions for the economic responsibilities

Spearman Correlation		Tourists have the responsibility to use restaurants run by locals	Tourists have the responsibility to use locally owned accommodation	Tourists have the responsibility to make economic contributions to the local society
Tourists have a responsibility for the negative economic impacts of tourism	Correlation Coefficient	,424**	,427**	,418**
	Sig. (2-tailed)	**,000**	**,000**	**,000**
	N	435	435	435
Tourists can do something to mitigate the negative impacts of tourism	Correlation Coefficient	,337**	,330**	,309**
	Sig. (2-tailed)	**,000**	**,000**	**,000**
	N	435	435	435
*. Correlation is significant at the 0.05 level (2-tailed).				

Note. Significant correlations are in boldface.

5.6 Hypothesis 6

Tourists' perception of responsibility [PN] has a significant and positive correlation with tourists' actual responsible behavior.

Testing whether or not tourists' perception of responsibility has a significant and positive correlation with tourists' actual responsible behavior requires the PN items to be tested against the items representing actual behavior. Within environmental items tourists' perception seemed to have a significant and positive impact on their actual behavior. For instance, the perceived responsibility of considering the impacts of the chosen activities correlates notably with their actual considerations (CC=0,520) and the same pattern is shown for transportation choices (CC=0,535).

The travel behavior of traveling outside of the peak season had no significant correlations to any of the environmental items (p > .05), indicating that avoiding the tourist flow is not related to tourists' perceived responsibility. The same pattern can be detected for avoiding tourist traps and traveling to lesser known destinations, as it showed no significant correlations (p > .05) to the perceived responsibility to protect wildlife or nature, but at the same time they both demonstrated significant, yet low correlations (CC = 0,130 and 0,144 respectively) with protecting the environment.

Similarly, looking at the sociocultural items in table 17, the perception of responsibility to obey the laws and regulations while traveling is positively correlating with the tourists' actual behavior (CC = 0,462). It was in addition identified a positive correlation between the perception of responsibility to communicate with locals, and the tourists' behavior of learning and using a few phrases of the local language (CC = 0,335). There was, however, no correlations between respecting and following laws and regulations and the responsibility to communicate with locals, or between learning a few local phrases and the

responsibility to obey laws and regulations. The latter responsibility item is also not significantly correlating with the considerations of transport and activity choices, which are more of examples that not all responsibility items should be interpreted with all behavioral items, as they are not really related.

Table 17

The relationship between the perception of sociocultural responsibility and actual behavior

Spearman Correlations		I respect and follow laws and regulations	I learn and use a few phrases of the local language	I consider the impacts of my choice of transport	I consider the impacts of my choice of activities
Tourists have the responsibility to respect local culture	Correlation Coefficient	,294[**]	,237[**]	,109[*]	,138[**]
	Sig. (2-tailed)	**,000**	**,000**	**,022**	**,004**
	N	435	435	435	435
Tourists have the responsibility to obey laws and regulations	Correlation Coefficient	,462[**]	,060	,028	,011
	Sig. (2-tailed)	**,000**	,210	,557	,827
	N	435	435	435	435
Tourists have the responsibility to communicate with locals	Correlation Coefficient	,083	,335[**]	,203[**]	,207[**]
	Sig. (2-tailed)	,085	**,000**	**,000**	**,000**
	N	435	435	435	435
Tourists have the responsibility to consider the impacts of their transportation choices	Correlation Coefficient	-,020	,183[**]	,535[**]	,414[**]
	Sig. (2-tailed)	,677	**,000**	**,000**	**,000**
	N	435	435	435	435
Tourists have the responsibility to consider the impacts of their activity choices	Correlation Coefficient	,030	,203[**]	,384[**]	,520[**]
	Sig. (2-tailed)	,536	**,000**	**,000**	**,000**
	N	435	435	435	435

Note. Significant correlations are in boldface.

Table 18

The relationship between the perception of economic responsibility and actual behavior

Spearman Correlation		I shop from local stores	I stay at locally owned accom-modations	I tip accordingly to what is expected in host destinations	I eat at local restau-rants	I make sure my money goes to the local community whenever possible
Tourists have the responsibility to use restaurants run by locals	Correlation Coefficient	,305**	,182**	,138**	,333**	,432**
	Sig. (2-tailed)	**,000**	**,000**	**,004**	**,000**	**,000**
	N	435	435	435	435	435
Tourists have the responsibility to use locally owned accommodation	Correlation Coefficient	,257**	,381**	,113*	,261**	,416**
	Sig. (2-tailed)	**,000**	**,000**	**,019**	**,000**	**,000**
	N	435	435	435	435	435
Tourists have the responsibility to make economic contributions to the local society	Correlation Coefficient	,220**	,199**	,163**	,269**	,439**
	Sig. (2-tailed)	**,000**	**,000**	**,001**	**,000**	**,000**
	N	435	435	435	435	435

Note. Significant correlations are in boldface.

Furthermore, looking at table 18, there is a suggested low and positive correlation between shopping from local shops ($p = .000$) and the perceived responsibility of making economic contributions towards the local society (CC = 0,220). It is also observed a medium correlation of 0,381 between perceived responsibility to stay at local accommodations and actually staying at these places. Eating at local restaurants is correlating positively, and medium low (CC = 0,333) to the actual behavior, however the significant correlation found between this responsibility and the tourists' tipping habits is a bit lower (CC = 0,138).

The tipping habit is correlating more to the responsibility to contribute economically to the local society (CC = 0,163) and a bit less to the responsibility to stay at local accommodations (CC = 0,113). Tourists' habits on making sure the money goes to the local community whenever they can, is showing medium correlations towards all the perceived economic responsibilities and is supporting the hypothesis. With only a few exceptions, H6 is *supported* in this study.

6.0 Discussion

This study aimed to replicate and further develop the study of Gao, Huang and Zhang from 2017, which investigated the perceived responsibility of tourists in a tourism context using the norm-activation theory (NAT). More specifically, it tested the perceived negative impacts of tourism, in which degree they ascribed responsibility to themselves and also their perceived responsibility, all from the tourist perspective. NAT was applied in order to do an examination of the relationship between them, and it was therefore natural to use the same tools as much as possible when extending the study of Gao et al. (2017). The results are presented in figure 2.

H2, H4 and H5 were tested by the original study (Gao et al., 2017) and retested in the present study. The findings were similar for H5 and H2, although the present study found some extra correlations in H2. H4 offered dissimilar result between the two studies, as Gao et al. did not find significant correlations between tourists' perceptions of negative impact and their perception of responsibility. The present study only rejected the hypothesis for the economic part, but partially and fully supported the hypothesis concerning the sociocultural and environmental respectively. The dissimilar results could be due to the changes made in the methodology in the present study, or because of the differences of the units of analysis, or

simply due to increased focus on responsibilities the last three years. For instance, the general quality of the original study was good, but also debatable at times, which called into questions the conclusions published. This, amongst the results will be further discussed below.

Figure 2

Model testing
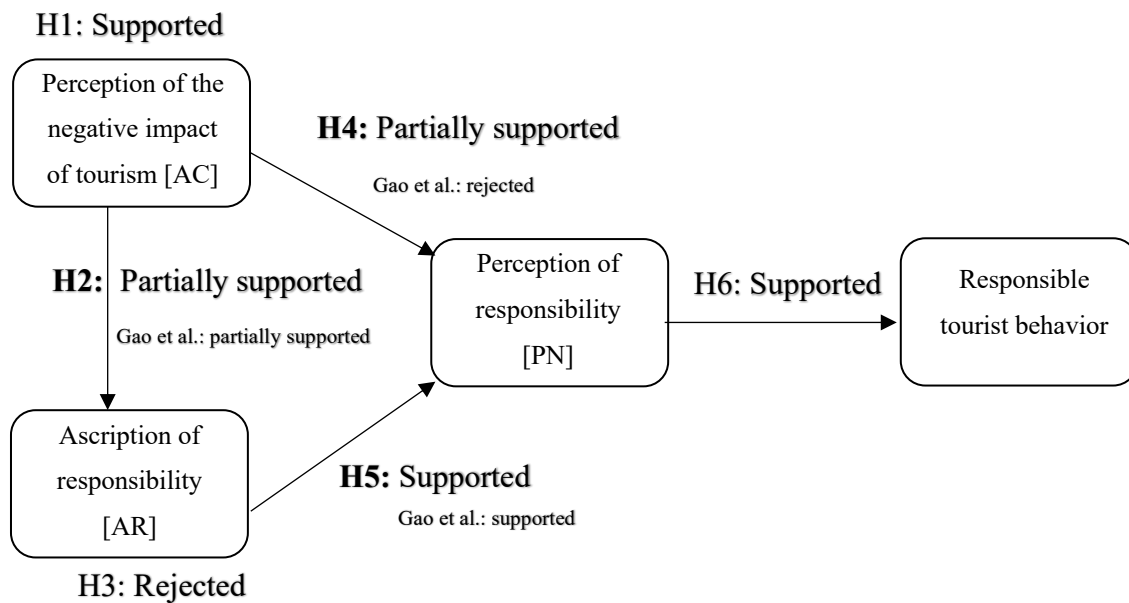
Note. Hypotheses in boldface were also tested by Gao et al. (2017).

6.1 Inaccuracies in the original study

In the original study, there was a series of inaccuracies that lowered the credibility. The research's goal of exploring the relationship between tourists' perception of negative tourism impact and their perceived responsibility insinuates that the focus is the common tourists regardless the type of destination. Nevertheless, this is not the case, as the actual unit of analysis is Chinese tourists at a natural heritage site, which limits the generalizability considerably. The fact that the interviews were done at a set tourist destination, which

happened to be at a UNESCO World Natural Heritage Site in China, could have influenced the tourists' answers because that particular experience was so fresh in mind. However, the authors did point out this limitation themselves and discussed how it might have colored the response of the participants, both during the interview and throughout the survey (Gao et al., 2017). This particular bias was reduced in the present study by not conducting the survey at a specific site, but at the convenience and comfort of people's own home. The present survey was conducted online, which widens the distribution of participants and eliminates the site-specific tourist. Consequently, the present study has more potential for generalizability. Online surveys offer more anonymity as well, which has a positive effect on the social desirability bias (De Leeuw, 2005); a bias that might have been present in the original study since the questionnaire was completed on site in person.

When interviewing people in order to find the different items for the survey, it was said to be done through random sampling, which is somewhat unlikely. Unless the authors mapped out all the tourists on the site, numbered them, and randomly selected twenty-one numbers representing the ones they interviewed, the sampling was not random at all. Non-random convenience sampling (Kelly, Clark, Brown & Sitzia, 2003) was the selected technique for the present study and was most likely the one used in the original as well.

Regarding the original survey there were a few things that was brought to attention. Firstly, there was many double-barreled questions detected, which makes the real findings unclear (Litwak, 1956). These were eliminated by separation in the present study. Second, the opposites on the scales did not always follow the same direction, meaning that for some categories "1" represented the most negative attitude, and for another category it represented the most positive attitude. This was changed in the present study, so that 1 always represented the most negative option, and 7 always the most positive. Changing the answer patterns may

have been implemented to reduce response bias, but there has been research done rejecting these findings, and suggested that this change only leads to confusion and inattention, which affects the answers (Suárez-Alvarez, Pedrosa, Lozano, García-Cueto, Cuesta & Muñiz, 2018). Hence, all scales were altered to follow the same direction in the present study.

Under monthly income in the sample characteristics, it was stated an actual salary, which in the present study was changed to the level of satisfaction of the financial status, in order to be more applicable for more people. Monthly income can be perceived differently depending on where people are from, thus a monthly salary of USD $1000 can be interpreted as a lot for some people, and below average for others.

Lastly, some inconvenient typos in Gao et al.'s (2017) study makes it more demanding to follow. The first one noticed was when they claimed to remove an item due to lower factor loading than 0,5, which is relatively high. Later, further two items were removed for the same reason, only that this time the factor loading was below 0,05. Then further confusion arises when the model testing section mixed up the three hypotheses, and calling H1 for H3, H2 for H1, and H3 for H2. These are all examples of a few inaccuracies that should not have been part of the study. These faults set aside, Gao et al. (2017) discovered interesting findings that did not necessarily coincide with the findings of the present study.

6.2 Matching the results of the hypotheses

The three hypotheses from Gao et al.'s (2017) research examined the relationship between AC, AR and PN and were retested in the present study. Since the hypothesis numbers are not the same in the two studies, the numbers will not be used in order to avoid unnecessary confusion.

6.2.1 Negative impacts and ascription of responsibility

The hypothesis "tourists' perception of AC has a significant and positive impact on their AR" was tested by both studies. The original study found that environmental impacts positively influenced AR, while sociocultural and economic impacts did not (Gao et al., 2017). This corresponds with the present study's findings, and it is therefore reasonable to believe that tourists perceive more responsibility for negative environmental impacts. A reason for this could be that the environment is more visible for the tourist, and as a result thought of as easier to consider. If the environment is spoiled, it has the opportunity to affect the tourists' experience in a much more noticeable manner than whether or not the money spent goes to an investor or the local community, or that the traditional culture is fading. This corresponds with Martin & Uysal's (1990) statement of negative impacts on the tourists' physiological attitudes, and that they feel less comfortable when the environmental condition is impaired.

However, even though both studies partially supported the hypothesis, the present study found some correlations in relation to the sociocultural impacts. The original study argued that the tourists to some extent had recognized some of the negative sociocultural impacts but did not ascribe the tourist any responsibility. In the present study, tourists perceived the impact to be slightly negative or worse regarding traditional culture (42,4%), crime (43,6%) and community cohesion (22,3%), and a total of 73,1% agreed on different levels to the ascription of sociocultural responsibility to the tourist. However, only the perceived negative consequence on traditional culture and community cohesion had significant correlations to the ascription of responsibility. The missing correlation related to crime can be explained that those who feel tourism has a negative impact on crime ascribe that responsibility to other stakeholders, such as the local community.

The partial correlations between the perceived negative consequences and ascription of responsibility can in addition be explained by lack of awareness or knowledge on what the tourist can do to mitigate the consequences. The environmental issues are usually more covered in the media; hence it is discussed to a larger degree of what people can do to help lower the impacts. If people are not seeing any possibility for outcome efficiency, they will also show less willingness to ascribe responsibility to make personal sacrifices for others.

Regarding the differences in economic results, it could be due to the financial situation of the tourists. In the present study, 79,3% thought of themselves as at least somewhat financially secure, meanwhile the majority (54,3%) of the Chinese tourists said their monthly income to be 5000 CNY (≈ $705 USD) or lower. Hence, there could be a responsibility denial present for the lower income households, as they believe those with better affordability should take on that responsibility. This links up with Swartz and Howard's (1980) suggestion that the denial acts as a neutralization of feeling moral obligation.

Further, there was no outcome efficiency linked to economics detected in this study, insinuating that tourists do not feel like any contribution of theirs will do any difference. In the present study real estate showed significant correlations, suggesting that tourists ascribed some of the responsibility for the negative impact tourism has on real estate. The increased popularity of renting an Airbnb may impose negative externalities on the neighborhoods, such as limiting the access of long-term rental for residents, or an increase in property prices (Coles, Egesdal, Ellen, Li & Sundararajan, 2017). This is not typically something one considers as a tourist, but it may seem as the negative impacts on real estate are getting more known, as there was a small correlation detected in the present study.

The interesting finding here is that the AC item perceived as the most negatively impacted in the present study was traffic, which was eliminated in the original study due to

low factor loading. 74,5% of the participants felt traffic was influenced by tourism in a slightly negative or worse manner. However, the relatively low correlation to ascribing the responsibility to the tourist indicates that also here people tend to ascribe responsibility to others. The difference is that they also seem to think tourists should take some responsibility, which seemed to not even be considered in the original study. This dissimilarity may be explained by the fact that China undoubtfully has more citizens and higher population density than in the countries represented in the present study, and therefore it is also reasonable to assume the traffic there is generally busier, hence making traffic caused by tourism less noticeable. In countries like Norway, where population density is significantly lower, tourist season is likely more noticeable, and therefore also perceived as more negative.

6.2.2 Negative impacts and perception of responsibility

The original study rejected the hypothesis that the perceived negative impacts has significant impacts on perception of responsibility, whereas the present study only rejected the hypothesis for the economic perceived responsibilities and consequences. It showed partially support for sociocultural and the study supported the hypothesis for the environmental. The full rejection was offered an explanation by Gao et al. (2017) that awareness for Chinese tourists is neither enough nor the solution to make them feel responsibility. Their findings correspond with the general assumption that tourist awareness is present, but the action is lacking (Dodds & Kuehnel, 2010), and especially if it means personal sacrifice (Halpenny, 2010). In China, there might be a bigger issue of getting people to believe their contribution counts and for getting past the drop-in-the-ocean effect (Lorenzoni et al., 2007). As Goodwin (2011) pointed out, capability and capacity to respond in addition to actually responding, need to be present in order to travel responsibly. Since

awareness alone is not enough, perhaps Chinese tourists is lacking either capability or capacity, maybe even both, in order to respond. Maybe they simply do not have the appropriate knowledge on how to respond or react to the problems (Mihalic, 2016), and consequently developed a responsibility denial (Tölkes, 2020).

There are a number of thinkable reasons for why the result are not the same between the studies. One reason why the result of the two studies differ and why the items in the present study had a positive impact on the perception of responsibility, could for instance be that awareness in general is helping the perception of responsibility, and that China is an exception. There has been an increasing focus lately on taking responsibility for own actions and considering others as well. Today, the outcome of the original study might have been different as the whole world has seen the dramatic positive effects of less traffic and less people out in the streets. At the same time this master's thesis was written, the pandemic Covid-19 turned the world up-side-down in several ways, and several countries has gone into lockdown as a result. Consequently, people in general has become more aware of the impacts of tourism, both good and bad, because of the great media focus (Nadeau, 2020). In between all the negative news such as Covid-19 related deaths, people are embracing the good outcomes of the virus (Kumar, 2020).

6.2.2.1 The lockdowns positive side-effects

For instance, Venice got an eye opener of how much tourism actually controls the city when the flow of tourists stopped completely (Nadeau, 2020), and it serves as a great example of how sustainability challenges can be a local issue (Goodwin & Font, 2012). The city has in a way become the definition of how *not* to do tourism, since it definitively has not increased the quality of life of the surrounding communities (Responsible Tourism Partnership, 2020).

The population decreased from 175 000 after WWII to 52 000 today, much due to tourism (Nadeau, 2020), which acts as an extreme version of Ljubljana's residents' problems with tourism (Kuščer & Mihalič, 2019). Venice's carrying-capacity is continuously exceeded, and groups has been created in order to avoid going back to "business as usual" and bringing back the authenticity of the city post lockdown by bringing more residents back to the city and minimizing the opportunity for overtourism (Nadeau, 2020). It could be a good idea for Venice to make some sustainable changes, and balance the tourists right to travel and the residents' rights in a better way (Perkuminenè & Pranskünienè, 2019) for instance by fair trade (Swarbrooke & Horner, 2007), as tourists have seen to react well to an altruistic reactive behavior and might ascribe even greater value to the city (Su et al., 2020).

The Covid-19 lockdown has also demonstrated how significantly tourism, and people in general, affects the environment and society. In Venice, the canals are now clearer than they have been in years (BBC, 2020), and there is an increased focus on shopping locally (Kaggestad, 2020) in order to support the community. Air quality has improved noticeably several places because carbon emissions has been drastically reduced due to reasons such as cancelled flights, major cuts in unnecessary transport, and closed down factories (Henriques, 2020). There is an increased mutual understanding that collective efforts are powerful, and that everyone can contribute and that their contribution matter (Adekoya, 2020). This could ultimately have led more people to perceive more responsibility. Not only due to the outcome being so evident, but also because it is easier to perceive responsibility when you know you are not alone (Antimova et al., 2012).

6.2.2.2 Thunberg's voice for environmental change

Another reason why people are more aware of the environmental consequences could be Greta Thunberg, the now 17-year-old Swedish climate activist who in 2018 caught the attention of the whole world with her concern for the climate. She has received much attention related to the cause, such as for her speech at the UN where she accused world leaders to be inactive (NBC, 2019), or sailing for three weeks across the Atlantic from one climate change conference to another because flights are too much of a threat to the environment (Nikolic, 2019). Thunberg is undoubtful an important voice that has improved the awareness of people of all ages when it comes to the environmental impacts, and motivated people to take more actions. In one respect, Thunberg fronted responsible behavior as a response to the sustainability challenge (Farmaki et al., 2014) and people all over the world started to speak up and organize strikes for climate as a response. Considering the media coverage of Thunberg and the strikes for climate (Irfan, 2019), an extensive awareness has been risen the past two years for the cause and is probable to have influenced people to consider their choices increasingly. People have perceived a responsibility to demand more sustainable solutions.

6.2.3 Ascription and the perception of responsibility

Both studies found indications for supporting the hypothesis that the ascription of responsibility significantly and positively impacted the tourists' perception of responsibility, and that AR can act as a predictor for PN. Those who ascribed more responsibility to the tourist, were found more likely to acknowledge their responsibilities while traveling as well. The original study checked whether or not tourists perceived more responsibility for the basic responsibilities than for the extra based on their ascriptions, which they found supporting

tendencies to. A reasonable explanation is that the basic responsibilities demands less effort and is not necessarily challenging comfort or convenience for the tourists, which has been apparent to be one reason for inactivity for responsible behaviors (Kollmuss & Agyeman, 2002). It is easier to perceive responsibility for obeying the local law than making sure your money spent will contribute to the local society.

Looking into the PN items and comparing the means between the basic and extra responsibilities in the present study, there was a significant difference that could potentially support Gao et al.'s (2017) findings. The lowest mean value of the basic responsibilities was tested up against the means of the extra responsibilities, and a significant difference was found in all cases (p < .05). The tendency is therefore to perceive more responsibility to the low-cost and hardly self-sacrificing behaviors than the ones that requires a bit more effort. Many of these basic responsibilities can be categorized under egoistic values, meaning the tourists perceive responsibility from the aspects that affects them personally (Stern & Dietz, 1994). Tourist may just as well obey the law to avoid getting into trouble themselves, and they may ascribe responsibility to protect the environment since not protecting it could potentially harm their own experience.

However, when checking if the AR is a significant predictor of tourists' perceptions of responsibility and if there is a difference between the basic and extra responsibilities, further findings were made. The AR items showed greater correlations towards the extra responsibilities than the basic, suggesting that the more responsibility they ascribe to the tourist, the higher perception the tourists have on the extra responsibility. Hence, there is a difference in the conclusion between in the original study and the present, since the first study found indications that Chinese tourists' AR has more activation power towards the basic responsibility than the extra, which was not the case in the present. This difference in relation

to money can for instance be due to the common acceptance in Chinese societies that it is businessmen and local governments that is benefitting from tourism development, and not the local society (Gao et al., 2017), which is not necessarily the case in other countries. In the US, it is for instance seen as a norm to tip in the service industry, as the wages are low, and people tend to live off their tips. It is therefore common, and necessary, to leave extra money which you know for a fact will go to the receiving person in question (Economist, 2018).

The differences in the findings may indicate that people are more altruistic in the present study compared to the original which has more egoistic values in focus. This corresponds with the challenge of sustainability concerning how people view the world and how it affects their attitudes and behavior (Lengyel, 2016). In a way, Covid-19 has brought along a positive side effect by showing people the magnitude of a collective efforts, and what can happen if everyone cut down their egoistic choices that is benefitting themselves, but not necessarily others. As Cater (1994) pointed out, it is not realistic to expect the world to reach an absolute sustainable outcome, however, Covid-19 is forcing people to consider the surroundings and putting others before themselves, and might have sown a seed in many peoples' minds to contribute wherever they can. This could have influenced people's PN in the present study, as the positive ripple effect on the environment has caught people's attention.

6.3 Further hypotheses

In addition to the original three hypotheses, the present study examined three further hypotheses to check if the findings corresponded with other previous research.

6.3.1 Environmental impacts perceived more negative than sociocultural and economic impacts

Due to more attention to the environmental side effects of tourism, it is natural to assume that this type of impact is perceived as more negative by the tourist than the sociocultural and economic impacts. Tourists have earlier shown a great deal of concern about the environment (Kavallinis & Pizam, 1994), and in addition, as discussed before, environment is often easily spotted by the tourists compared to the ripple effect of their money spent, or where they eat their dinner during the vacation.

The result in this study supports the notion that tourists perceive the negative consequence on the environment more negative than the two others, which conforms with the assumption that tourists treat the three issues at different levels of importance (Lee et al., 2017). This acts as a further indicator and support of where people ascribe and perceive responsibility, such as the example of how awareness and concern of transportation impacts has earlier been relatively higher than the impacts related to accommodation and leisure (Budeanu & Emitairah, 2014).

All the environmental AC items were perceived as negative, as the means altogether were below 3,34 which represents a slightly negative or worse perception on the scale. Air quality was perceived as the most negative item, which corresponds with local's perception of negative impacts in relation to tourism as well (Nejati et al., 2014). Air quality has in addition gotten a lot of attention after the lockdown due to Covid-19. India represents fourteen of the top twenty most polluted cities in the world, and as a result of the lockdown the country has been given the opportunity to experience clean, breathable air for the first time in decades (Biswas, 2020). It is a recursive problem that the awareness of negative impact is present, but the knowledge or capacity to respond, or the actual action, is lacking. India is a great example,

as a strong public demand for cleaner air has been missing even though it is estimated that there is over a million deaths related to air pollution in India each year (Biswas, 2020). Over 4,5 million people dies worldwide each year due to low air quality (WHO, 2020). The recent media coverage of this type of problem and the lockdown's positive effect has shown people that it is in fact possible to lower the pollution, and thus increase the air quality.

The new challenge will be how to avoid going back to "business as usual", which will only bring back the high levels of pollution. Now that people that previously had not experienced fresh air in their hometown has gotten a pre taste of how it *can* be, there might be a greater chance for a demand for more sustainable options (Biswas, 2020). The media coverage has also had the opportunity to influence people in general to reflect about their own contribution to air pollution, especially when it comes to transport options. Milan, which is lying in the region in Italy that has been worst hit by the Covid-19 virus, has come up with concrete plans of creating cycle paths in order to deter people to go back to their normal car-usage once the lockdown is lifted (Gerretsen, 2020).

It is reasonable to assume that people look at traffic as a part of the environmental issues as well as the sociocultural, as traffic brings along negative impacts on the surroundings as the lockdown has proven. This could serve as an explanation of why traffic was rated just as low as the environmental items by the tourists. Cars, which is mainly the means of transport people associate traffic with, cause air pollution amongst other issues. As discussed, the usage of cars has diminished as a result of the Covid-19 lockdown, and the side-effects of the convenience of using the car is therefore more evident. It is easy and convenient to travel by car in most countries, but if local communities such as Milan now see the value of accommodating for more sustainable choices, tourists may find it easier to make more sustainable choices regarding transport as well. Tourists already show high concerns

towards the environment, so accommodating to make better and more sustainable options available for the tourist, could potentially inspire them, as well as locals, to take on more responsibility.

Moreover, it is to assume that the amount of media coverage of the environment in general is contributing to coloring people's perception of negative impacts of tourism. As earlier mentioned, Greta Thunberg has risen the attention of the negative environmental impacts and has emphasized the importance of starting to take significantly more responsibility in order to turn the situation around. In comparison, the negative sociocultural and economic impacts are given less attention in media, which could be an influencing reason for which people perceive them as less negative than the environment.

Another influencing reason could also be the tourists' own home country, and the perceived norm. It is thus possible that the sociocultural and economic impacts are more site specific, as they have different starting points. Gao et al. (2017) mentioned for example that Chinese tourists did not spend more money than necessary in China because they are used to the idea that tourism is not necessarily benefiting the local community, but rather benefits the government. Chinese tourists may consequently not consider the benefits of their money spent elsewhere either. In Norway, however, it is common that a large amount of the economic benefits goes to the local community, and it is possible that it is taken for granted that local communities are benefitting from tourism. As one of several local communities, Geiranger is currently struggling due to the lockdown and lack of tourists, as most of the residents live off and with tourism, especially cruise tourists (Behrentz, 2020). Not knowing the economic situation of the destination or recognizing that those who benefits from the money is different from home, may serve as an explanation why the economic impact is not considered as negative as the others.

6.3.2 Ascription of responsibility in tourism

It has in earlier research been claimed that tourists show more concern about the environment than other stakeholders, but they also ascribe grater levels of responsibility to other stakeholders than themselves (Kavallinis & Pizam, 1994). This suggests that the tourists' actions are rather slim. Miller et al. (2010) found that people in general held the government more responsible than themselves, which could be due to the fact that people lack the knowledge of what they could do to mitigate the impacts as a tourist. At the same time, it is evident that ascribing accountability, just like Greta Thunberg does to the older generations and especially the politicians with the additional responsibilities for people's futures, actually indeed creates and increases awareness. Awareness is, as pointed out several times, not enough, but without awareness there will not likely be made any changes either.

On the contrary to previous research, the hypothesis that tourists ascribe more responsibility to other stakeholders than the tourists was rejected in the present study. Even though the tourists ascribed a lot of responsibility to the government, companies and locals, they also assigned a lot of responsibility to the tourists. The participants of the study appeared to think the tourists have a great responsibility for all three aspects in general, with economic responsibility not surprisingly at the bottom of the three, and the environmental responsibility on the top. This corresponds with the earlier findings on the perceptions of negative impacts, as the tourists perceived the environmental impact as more negative, but in addition ascribed more responsibility for it to the tourists.

A weakness related to this hypothesis is that some of the questions were double-barreled and vague. For instance, the item "the responsibility lies with the government, companies and locals, not the tourist" can be interpreted as full disclaimer of liability for the

tourist. However, it can at the same time be interpreted as claiming that the government, companies and locals has either more responsibility than the tourist, or that they in general bear some responsibility in addition to the tourist. The reason why this item can be read with different meanings, is that there was no item available for recognizing their responsibility compared to the tourist. Some participants might have answered the questions without any emphasis on the "not the tourist" ending

The rejection of the hypothesis also correlates with the previous assumption made that people assume more responsibility in general for own actions, and also see the value of considering the aftermath of their choices. Both the attention Thunberg has raised for the environment, and the positive side-effects of the lockdown related to Covid-19, have had the opportunity to force people to view the world in a different way. Distrust, skepticism and fatalism gave earlier people an excuse to not engage in personal changes in travel behavior (Antimova et al., 2012). However, since the effects has been more evident the past few years than earlier, some people might have started to think twice about their travel choices.

Providing that a few tourists start leading the way once the lockdown is removed, other tourists might follow as people tend to copy other's behavior (Antimova et al., 2012). Lorenzoni et al. (2007) stated that some people feel like there is missing political actions and that the government should do more to help on the matter, which Greta Thunberg has voiced the past few years too. However, if the demand for more sustainable options is present, politicians might not have a choice but obey. This demand should not just lay on the tourists' shoulders, but also the locals. Meanwhile the residents in Venice could demand a better balance between life of quality of the residents and tourism, the tourists could demand a better quality-experience based on the authenticity of the locals, not the staged authenticity as a

result of fleeing residents and overtourism. Voicing the demands for sustainability is another way of taking responsibility.

6.3.3 No gap between perception of responsibility and actual responsible behavior

Earlier research has discussed how people tend to behave in a different manner while on travel, compared to when they are at home (Cohen et al., 2013). In addition, it has been discussed how the tourists often have good intentions and believe that the tourists bear some responsibilities in regard to the negative impacts of tourism. However, in the end some tourists seem to have forgotten their own opinions on how to behave while traveling, which is referred to as the attitude-behavior gap. This is described by Cohen et al. (2013) as a difference between the "home" behavior and the "away" behavior.

Nevertheless, this is not the case in the present study, as the perception of responsibility in fact correlates positively to the tourists' actual behavior. While tourists perceive a responsibility to consider the impacts of their transport and activity choices, they also show, according to themselves, considerations of their choices while traveling. In general, the perception of environmental responsibility correlated rather well with the tourists' travel behavior, but there was no significance between the perceived environmental responsibility and traveling outside the peak season, avoiding the tourist traps, or traveling to lesser known destinations. A simple explanation to the lacking correlations here could be that people are not familiar with how these responsible behaviors can contribute to a better outcome. One of the issues mentioned in relation to tourism was overtourism, which occurs when the carrying capacity of the destination is exceeded (Martin & Uysal, 1990). This implies that the number of tourists that is present at the same time has to decrease, or the destination needs to come up with better solutions on how to welcome the high number of

tourists. Traveling outside of the peak season could potentially act as a part of a solution to how overtourism can be limited. Less tourists would visit at the same time if more tourists traveled outside the season, and there would also be an opportunity for more evenly distributed tourism flow, and consequently most likely a steadier economic flow.

The same idea applies for avoiding tourists traps and traveling to less known destinations. Distributing the tourists out in a bigger area instead of concentrating them into a small space which is usually the case of tourist traps, has the potential to lowering the risk and damage that follows overtourism. The tourists may not be aware of the consequences of traveling to the touristy places during season, or the benefits of traveling somewhere else than the well-known places.

6.3.3.1 Time capacity

Another thinkable reason why these three had no correlations to travel behavior could also be due to willingness and capacity which Goodwin (2011) pointed out as the core of traveling responsibly. Stanford (2008) said people demonstrated responsible behavior towards the three dimensions on different levels because people have different starting points. Tourists has either less capacity to travel outside the peak season, avoiding the tourist traps or traveling to alternative destinations, or they simply are not willing to. There could be several reasons for this. First, there is the capacity linked to time. Not everybody has the freedom of traveling whenever they want to, and as a consequence they end up traveling during the peak season, because that is when they have time off. Families with young children are usually more restricted to traveling during school holidays, which results in more people traveling at the same time. Coincidental, it is less likely that people consider themselves capable to spend additional time to stay outside the city center and travel back and forth, if they only have a

couple of days to spend in the first place. Staying at less touristy places outside the city center may also impact the amount of money spent, which leads up to the second point.

6.3.3.2 Money capacity

Second is capacity related to money, as not all people have the same budget for traveling. As some people has the opportunity and possibility to travel wherever and however they like because they can afford it and wants to spend their money on it, there are people taht has a stricter budget to follow. Traveling to less known destinations could potentially cost more money as there are typically less options available to get there, but it does not automatically mean it is a more expensive visit. Even though the trip to a less known destination could be more expensive than hopping on a direct flight, the trip as a whole could be lower, as the less known places are cheaper to stay at in general. Stanford (2008) mentioned how people who are not able to contribute economically due to money restrictions may be better to contribute in other places, which is also supported here. People have showed tendencies to behave more responsible in other ways than economically, as the economic behavior correlated significantly, but the least of the three dimensions to the perceived responsibilities.

6.3.3.3 Willingness

The absence of willingness to behave responsible does not mean that people do not necessarily want to help contribute to a more sustainable outcome. Their lack of willingness may be influenced by people's shortcoming of knowledge. Without the awareness of the positive consequence of a choice, it may just feel like a personal sacrifice that they are not willing to make. Similar conclusions were made by Schultz et al. (2005), suggesting that

people's awareness influences the relationship between people's perceived responsibility and their responsible behavior. As seen in Miller et al.'s (2010) research, people are reluctant to change their own behavior unless others changed theirs too, and it is therefore reasonable to believe that there is a domino effect related to travelling responsibly. When seeing people acting responsible, it makes it easier for others to act responsible as well, since the feeling of personal sacrifice is not as strong when not having to sacrifice alone. Thunberg's contribution to broader awareness and knowledge of the consequence of less environment friendly choices could have caused an influential responsibility wave making people want to contribute a little more than earlier. The fact that this study found correlations between perceived responsibility and actual behavior instead of an attitude-behavior gap might indicate that tables have turned, and that the sustainable movement is going in the right direction.

6.3.3.4 Contextually specific responsibility

It has also been said that taking responsibility is contextually specific since the behavior is tied to a particular time and space (Grimwood et al., 2015), which is also found in Stanford's (2008) research. This cannot be neither confirmed nor denied as a part of this research, as there is no way of knowing the background of the answers of this particular survey. However, it is reasonable to believe that this is the case when comparing the present study with the original. The Chinese tourists in Gao et al.'s (2017) research did not act responsible on all counts, such as making economic contribution to the local. In contrast, countries such as the United States of America, it is common to make economic contribution to the local society, as in tipping the waiter or waitress. Similarly, some differentiations in travel behavior will likely be detected between traveling in the untouched nature of Norway compared to the hectic and crowded city life of Hong Kong. It might feel worse leaving

garbage in the nature than on an already swarming and dirty street, just as it might feel more important to make sure the money spent goes to the local community if the community appears poor, than if it is rich.

6.3.3.5 Comfort and convenience

Furthermore, there is the desire for comfort and convenience that might cause a gap between the attitude and behavior. This often trumps the responsible choices according to Kollmuss & Agyeman (2002). Even though no gap was detected in the present study, it does not mean that the tourists do not care about comfort or convenience anymore. The reason could be that is has become better prepositioned for traveling responsibly. With increased focus on sustainability comes the increased demand for sustainable choices. Goodwin and Font (2012) wrote about the tourists' expectation that the tourism industry should be the one that accommodated the sustainable options for them, so that the tourists did not have to think about their choices. Due to the increased focus in media on sustainability the past few years, there has accordingly been an increased focus on making the sustainable choices for the companies.

As an illustration, Innovation Norway has for many years contributed to altering Norway into an attractive destination by making the country more sustainable in terms of tourism, by contributing with funding and advising and more (Innovation Norway, 2020). This creates a greater chance for more sustainable innovations in new and existing companies and makes it more convenient for the tourists since a lot of sustainable choices are already made prior to their decision making. Innovation Norway (2020) also works towards value creation in destination around the whole country, with the result that there are not just a few popular tourist destinations but several spread across Norway. Making tourism attractive

throughout the country also helps the tourists in making the choice to go to alternative destinations, in order to prevent overtourism in a few places such as the Pulpit Rock or Lofoten. The contribution of companies like Innovation Norway helps closing the gap between the tourists' attitudes and behavior because it makes it easy and convenient to make the sustainable choices when they are already halfway made for you. For this reason, it is deemed only natural that there is becoming less and less difference between people's home and away behavior when it comes to sustainability.

7.0 Conclusions

This study extended the work of Gao, Huang & Zhang (2017), by looking into tourists' perceptions of responsibility through applying the norm-activation theory. Chinese tourists were switched out with a more general tourist in order to make the findings more generalizable. Similarly, the survey setting was changed from pen-and-paper questionnaires on-site to a fully anonymous online survey in order to reach a broader audience, and to limit the social desirability bias. The survey questions were also modified in order to avert double-barreled or unclear questions, and a few items were added based on other literature. The three hypotheses from the original study were retested in the present study, in addition to three supplementary hypotheses based on findings from previous literature.

Both studies found that AC positively affected AR, which further affected PN positively. Since it was discovered that the more the tourists ascribe responsibility, the more responsibility they perceive as a tourist in both studies, it is reasonable to believe this strengthens the reliability for the findings.

Nonetheless, the present study found several correlations that was not identified in the original study. For instance, in addition to the environmental impacts, there was found

correlations within both the sociocultural and economic impacts and tourists' ascriptions. It is noticeable that the more negative one perceives the consequences of tourism; the more responsibility does one ascribe. The negative consequences of unsustainability have gotten increased attention the past few years, which could have played a role in the increased result in this study by making people more aware and hence more concerned and considerate.

The economic differences could be related to the financial statuses of the tourists, where the tourists with lower income (as in the original study) has developed a responsibility denial and consider the negative economic impact someone else's problem to solve, which links up to previous research (Tölkes, 2020; Schwartz & Howard, 1980). However, even though it was ascribed a lot of responsibility to other stakeholders in general, they also ascribed a great deal of responsibility to the tourist. The lack of outcome efficiencies in both studies suggests that even though the negative impacts are recognized, the tourists still do not believe their contribution could make a difference.

The biggest gap in findings between Gao et al.'s study and mine was that where the original study rejected any significant and positive relationship between the AC and PN, and this study only rejected it for the economic relationships. Economic issues and responsibilities have shown a repeated pattern of being of less importance for the tourist than the sociocultural and environmental and can be reasoned by the fact that this affection is less directly noticeable for the tourists themselves. Tourists perceive the environmental impacts overall to be more negative than the two others.

One noticeable difference which could explain the different results regarding AC and PN, is the different starting points for a Chinese tourist in China compared to for instance a Norwegian tourist. Where the Chinese tourist may have settled with the thought that the money spent while traveling is not contributing to the local community, Norwegians may be

more familiar with the thought that the money is a very important support to the destination in question. Where some Chinese tourist, as the Indians, have gotten used to thick, polluted air, Norwegians are used to breathe in clean and fresh air. In addition, Chinese tourists have larger grounds of embracing the drop-in-the-ocean excuse, while Norwegians, amongst others, do not have the same crowding problem on a daily basis.

In several cases, it has been discussed how sustainability related to the environment has gotten a lot of attention the past few years, especially in relation to Greta Thunberg and the positive side-effects of the Covid-19 lockdown. It could be perceived as only natural that the findings of the two studies differs that much in the findings between environmental AC and PN, since the original study was written before the occurrence of these happenings.

Moreover, it became evident that traffic was considered the most negative impacted in the present study, in contrast to Gao et al. who ended up removing it due to low factor loading. Daily traffic in China is busier than in many other countries, making the additional traffic from tourists less noticeable, which could serve as an explanation to the contradiction.

Previously, there has been a lot of research regarding an attitude-behavioral gap between tourists' PN and their actual behavior. This gap was not present in this study, as there was in fact found significant and positive correlation between them. It is assumed that the increased awareness and knowledge has contributed to closing the gap. In addition, it is recognized that taking responsibility is contextually specific, which may explain why the Chinese tourists recognized more negative impact than they perceived responsibility for.

8.0 Managerial implications

With this research, I conclude that tourists need to be recognized as a partner in tourism development, as they are a significant part of tourism. In some situations, the tourists can only be as much responsible as there is prepositioned for them to be. It is hard making the better choices if the choices are not available. The tourist industry, local governments and other stakeholders, should for this reason consider accommodating for the tourist to a certain extent, in order to make sustainability an option for the tourist. With the increased attention now these days, everybody should seize the opportunity to take more responsibility. Milan accommodating for bicycles in order to lower the car usage is a great example.

At the same time, the tourist should continue to perceive and act upon the responsibility to demand sustainable options, as we have seen done in more recent times. Essential sustainable tourism options and solutions will emerge slower without a proper interest, as seen in India's polluted air situation. Since the negative sociocultural and economic impact are less recognized by the tourists, other stakeholders should find ways to make them more visible to the tourists. For instance, when purchasing an online entry ticket to a park or equivalent, there could be an added section explaining what the entry fee covers, or it could be added a voluntary option to contribute with an extra dollar for a local cause. This raises the chances of awareness of own contribution, and perceived outcome efficiency might become more noticeable.

9.0 Limitations

This study erased some of the limitations of the original study, but also holds limitations on its own. Firstly, there are some limitations in regard to the survey. The sample unit should be larger, in addition to more evenly spread geographically as the vast majority ended up being Norwegians, in order to be more generalizable for the general tourist. The present study was conducted in English regardless the native tongue of the participant, which may have caused translation error, and therefore some false answers. For instance, the items "social morality" and "community cohesion" had several "neither/nor" answers, which may indicate that people did not understand the coherence in the sentence. Further, as mentioned earlier, the AR items also entailed some vague and misleading questions, which may have affected how people responded to them.

Subsequently, due to the social restrictions following the Covid-19 lockdown, the survey design was limited to a self-completion online survey, which causes some challenges. Even though it offers people anonymity, respondents may still feel restricted in their freedom, because it is believed that they are forced to answer prosocially regarding the AC, AR and PN questions, which may cause psychological reactance (De Groot & Steg, 2009).

Regarding the findings, at times it operated with a significance level of 0,05. Since the present study has dealt with multiple hypotheses with the same data, there should have been made more adjustments to the significance level in order to lower the chance at least one false conclusion in the series of hypotheses. The chance for a family-wise error in this research is therefore present, since few adjustments were made (Statistics how to, 2020). The vast majority of the significant findings in this study operated with a significance level of 0,01, leaving only a few findings with the risk of family-wise error at the 0,05 level. These few cases should therefore be treated with a bit more caution than the rest.

10.0 Contribution and future research

This research has contributed to existing research with some interesting findings. First of all, it has contributed with reliability regarding the research on the tourists' view on responsibility in tourism. There is still little research on the matter, even with an increasing focus on traveling responsibly. An extension of a previous study helps validating or questioning previous findings, and this research has managed to do both.

The methodology was altered in order to achieve clearer results and more generalizability. Double-barreled questions were separated, and additional items were added. The unit of analysis, the tourists, were represented by a much more general sample unit in the present study, and the survey was online and anonymous in order to eliminate social desirability. However, future research should strive for even more generalizability and to ensure reliability and validity, and also check for differences between countries such as China and Norway. It would be interesting to see the progress of sustainable development and responsible travel choices made by the tourists in the years to come as the focus on sustainability continue to rise.

In addition, the present study contributed with new findings such as the AC impacts PN positively. Also, traffic was perceived of so little importance in the original study that the item was removed. In the present study it was perceived by the tourists to be the most negatively impacted by tourism, and people were actively considering the consequences of their transport choices. Ultimately, this means that if more sustainable, yet convenient, options were available for the tourist, there is a significant chance that less tourists will use a car once traveling. Moreover, there could be found interesting understandings in how the positive side-effects of the Covid-19 lockdown has influenced peoples travel habits once the lockdown has ended. Further research has the opportunity to look into whether tourists'

willingness to travel responsibly will fade alongside the media coverage once people go back to business as usual, or if the lockdown has acted as a wakeup call for tourists and other tourism stakeholders as well.

Furthermore, it emerged from this study that tourists are in fact becoming more and more sustainable, as there was no gap between the perception of responsibility and the actual behavior. Future research should do in-depth interviews to get a better understanding to why people perceive more responsibility now. Previous research has pointed out that people behave differently while on travel than at home, and therefore take on less responsibility while on holiday. Tourists have previously shown a pattern to point fingers at other stakeholders and not contributing to mitigate the impact as much as they maybe ought to. The present study showed that tourists are currently more responsible than ever and comes with suggestions for this reason, such as the rising focus on sustainability caused by Greta Thunberg, and also the positive side effects of the lockdown due to Covid-19. Another interesting perspective future research could examine is how the tourists' attitudes and behavior change over time. Looking into what is viewed as most negative and the most important, and how the tourist perceive the responsibility over time could possibly be very different ten years from now, as it seems like there is a shift in importance just over the past three years.

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