

Investigating Factors Affecting Responsible Tourism Behavioral Intention with The Moderating Effect of The Age of Tourists: Special Reference to The Southern Province In Sri Lanka

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ABSTRACT

Studies on responsible tourism have looked at its core elements, factors that influence it, and perspectives on supply and demand. However, there is still a lack of knowledge about travelers' propensity to adopt sustainable behaviors and the obstacles that stand in the way of making responsible decisions. To close this gap, this research examines the variables influencing behavioral intentions while concentrating on responsible tourism in the Sri Lankan context, specifically focusing on the Southern province in Sri Lanka. Grounded in a positivist philosophy and employing a deductive approach, the study adopts a quantitative methodology, utilizing surveys as the primary research strategy. The self-administered questionnaire serves as the main tool for data collection.

The study's sub-objectives delve into the impacts of Socio-Cultural Responsibility, Economic Responsibility, and Environmental Responsibility on Responsible Tourism Behavioral Intention. The findings reveal that Socio-Cultural Responsibility, Economic Responsibility, and Environmental Responsibility each exert a weak positive impact on Responsible Tourism Behavioral Intention. Moreover, the Research explores the moderating effect of Age on these relationships. The results indicate that Age does not moderate the relationship between Socio-Cultural Responsibility and Responsible Tourism Behavioral Intention or between Economic Responsibility and Responsible Tourism Behavioral Intention. However, Age exhibits a moderating influence on the relationship between Environmental Responsibility and Responsible Tourism Behavioral Intention.

This study significantly contributes to the understanding of Responsible Tourism Behavior, offering nuanced insights into the complex interaction between Socio-Cultural, Economic, and Environmental Responsibilities. The identified weak positive impacts and moderating effects provide a foundation for enhancing sustainable tourism practices. This research holds substantial implications for both academics and experts, guiding future research endeavors and informing policy considerations for fostering responsible tourism in diverse global contexts.

Keywords: Tourism, Responsible tourism, Tourism behavior