Paths Selection of Promoting the Development of Low Carbon Tourism Industry in Tai’an—Based on the Perspective of Tourists

Cheng-Lei LIANG¹,a,*

¹Dongfang College, ShanDong University of Finance and Economics, Tai’an, China 271000

*a email: liangchenglei@163.com

*Corresponding author: Chenglei Liang

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Abstract. Tourists in the tourism industry has important significance in reducing carbon emissions, reducing carbon emissions of Tai’an City tourism must start from the low-carbon travel behavior of tourists. Based on the theory of planned behavior, this paper constructs the research model, and analysis the relationship between the various factors through empirical study. The study found that there was a significant relationship between attitude, subjective norm, perceived behavioral control and low carbon tourism behavior intention.

Introduction

In recent years, with the rapid development of tourism in Tai’an city, the positive role of the city's economic development has become increasingly prominent. But according to the current characteristics of Tai’an tourism activities and increasing speed of tourism demand, if still using the current mode of development, the tourism industry are beneficial to the regional economy, but the coordinated development of regional economic environment will be compromised. The tourism industry want to make greater contribution to the coordinated development of Tai’an's economic environment, low carbon tourism is the necessary strategic choice [1].

Although low carbon tourism has the significant demand on the technology, equipment, resources, but the improvement of the tourist behavior is the key of the development of the low carbon travel[2]. How to formulate relevant policies to guide tourism enterprises and tourists in the direction of low carbonization of production and consumption activities, and ultimately to achieve the low carbonization of tourism in Tai’an, is an important issue for policy makers.

Literature Review

Previous studies mainly discuss on tourists’ the low carbon tourism cognition and behavioral characteristics, has gradually established a basic understanding on the low carbon tourism behavior, also put forward some countermeasures to promote the implementation of carbon emission reduction behavior of tourists [3]. Other research on low carbon tourism mainly includes two kinds, one kind is concentrated in the concept analysis, the countermeasure, the development pattern and other qualitative research level development model, one kind is from the traveling enterprise supplies to launch the research. The former were more concentrated in the discrimination and connotation of the concept of low-carbon tourism or put forward the development mode of low carbon tourism based on the analysis of the concept of low carbon tourism, the latter discussed tourism products and the level of carbon emissions, or discussed the evaluation criteria of low carbon tourism destination [4].

In tourism practice actively and effectively promote the tourists’ behavior to reduce emissions, to target to provide low carbon tourism products, must understand the influencing factors of low carbon travel behavior and its mechanism of action. In the existing research in China, there is no relevant
quantitative research, and even lack of accurate definition of low carbon travel behavior [5]. The research object of low carbon tourism behavior is very wide. This paper takes the participation of tourists as the analysis object, and discusses the influence factors and mechanism of low carbon tourism behavior.

**The Research Hypothesis**

This research is based on the theory of planned behavior proposed by Ajzen, the theory is widely used in research in health behaviors and social and learning behaviors [6]. The reason why the theory of planned behavior is suitable for predicting behavior intention is mainly because of its claim that the external factors are influenced by the three factors, attitude, subjective norm and perceived behavioral control [7].

Because this research only discusses the low carbon Tourism Behavior Intention of tourists, the relationship between behavior intention and behavior has not been discussed in this model [8-9].

This paper mainly verifies whether the relationship between attitude, subjective norm, perceived behavioral control and behavioral intention is established, and the hypothesis is as follows:

H1: Tourists’ attitude, subjective norm and perceived behavioral control on low carbon tourism behavior has a significant positive impact on low carbon Tourism Behavior intention.

H2: There were significant differences in the attitudes, subjective norms, and perceived behavior control of low carbon Tourism Behavior among different basic attributes of tourists.

**Research Methods**

Convenience sampling is adopted in this study, the choice of sample only consider close or convenience. Questionnaire object were for attractions’ tourists, one kilometer around mountain Tai were the main investigation area. Before the formal questionnaire is issued, the questionnaire test is conducted. To analyze the reliability and validity of the questionnaire, delete inconsistent items; improve the internal consistency of the questionnaire.

The results showed that the reliability of the questionnaire ranged from 0.788 to 0.930, which indicated that the questionnaire was very consistent and stable.

The scale of this research, which is based on the research of the past scholars, has been modified and sorted out, and has been recognized by experts and scholars, and there is no problem in the validity.

**Result and Analysis**

**Tourists' Attitude, Subjective Norm and Perceived Behavioral Control on Low Carbon Tourism Behavior Has a Significant Positive Impact on Low Carbon Tourism Behavior Intention**

Attitude: Attitude has a significant impact on the behavior intention of low carbon tourism, the more positive the attitude of consumers, the more willing to engage in low-carbon tourism.

Subjective norm: Subjective norm has a significant impact on the behavior intention of low carbon tourism, and the consumers with strong subjective norm are more willing to engage in the low carbon tourism behavior.

Perceived behavioral control: Perceived behavioral control has a significant impact on the behavior intention of low carbon tourism, and the consumers with strong perception behavior control are more willing to engage in low carbon Tourism behavior.
The Different of Different Background Variables on the Impact of Low Carbon Tourism

Attitude

The results of the study showed that, female tourists had more positive attitude than men, with respect to the other age groups of tourists, tourists over 51 years had more positive for low carbon Tourism attitude. Different industries will affect tourists for low carbon Tourism attitude.

Subjective Norm

Relative to female tourists, male tourists were more easily impacted by the external things and changed their decisions. Relative to visitors under the age of 20, visitors under the age of 20 were also vulnerable to be impacted by the external things. Tourists with higher education were not easy to be affected by others, the different marriage and the industry will not affect whether he will engage in low carbon tourism activities.

Perceived Behavioral Control

Compared with women, men thought they are more capable and can decide whether to carry out low carbon tourism, showing men were better than women in controlling opportunities and resources. Compared to other age groups of tourists, visitors over 51 years of age thought they are more capable of deciding whether to engage in low carbon tourism activities.

Behavior Intention

The study found that age, marriage, education will affect the willingness of tourists to engage in low carbon tourism, gender, industry wills not affect. 21-30 year old consumers, more willing to engage in low carbon tourism behavior. Married consumers are more willing to engage in low carbon Tourism behavior, can establish cooperation mechanism between the relevant groups, such as school units, environmental groups, and the government units. Schools can open courses about low-carbon tourism, so that students can have become more aware of the connotation of low carbon tourism behavior.

Discussion and Conclusion

Conducting Education on the Behavior of Low Carbon Tourism

The main purpose of the education of low carbon tourism behavior is to allow visitors to get more knowledge about low carbon Tourism.

Advocating Low Carbon Tourism Behavior

Government departments need to establish the information dissemination system of a low carbon tourism behavior, so that people understand the real value of low-carbon tourism behavior, and thus affecting the attitude of tourists to low carbon tourism. Promote more low carbon tourism activities to attract more people to sign up to participate in, to enhance the overall willingness of the people, with the help of relatives and friends, colleagues and other reference group forces, to play promoting effect of subjective norm.

Development Of High-Quality Low-Carbon Tourism

Research showed that many people think that low carbon tourism is meaningful and worthwhile to do. But in the process of engaging in low-carbon tourism, If tourists do not enjoy or feel inconvenient, their willingness to low-carbon travel behavior will be affected. Therefore, in terms of development of
environmental protection technology in low-carbon tourism, or in terms of infrastructure scenic spot, should be based on the good feelings of tourists.

**Government Policy Guidance and Certification**

If in the tourism process, more low carbon tourism certification hotel or tour operators can choose, the perceived behavioral control feeling of tourists is stronger, the low carbon tourism behavior intention will be higher. Therefore, the government should carry out the guidance to the tourism enterprise's low carbon Tourism Management, in order to meet the reasonable low carbon tourism demand and resources.

**References**


