The Effects of Sustainable Awareness and Sustainable Attitudes on Behaviours of Young Adults of Pune City in the Context of Sustainable Tourism

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Abstract

Sustainable tourism involves minimizing the negative impacts of tourism on the environment, culture, and local communities, while maximizing the benefits. The effects of sustainable awareness and attitudes among young adults play a crucial role in shaping their behaviors in the context of sustainable tourism. This study looks into how young adults' attitudes and awareness of sustainability affect their actions when it comes to sustainable tourism. Given the increasing significance of sustainability in the tourism sector, it is imperative to comprehend how attitudes and awareness shape behaviour in order to encourage responsible travel among the younger demographic. Data was gathered through surveys from a sample of young adults in Pune city using a quantitative research approach. To evaluate the relationships between the variables, the study created a conceptual model and hypotheses. The information was gathered from 104 respondents by online survey sample. The study used a variety of statistical tests, to evaluate the conceptual model. While the second regression examined the effects of the same independent variables, but this time on social tourism behaviours, the first regression assessed the effects of awareness and attitudes on environmental tourism behaviours. The results show a strong relationship between attitudes, behaviours, and sustainable awareness in the tourism sector. More engagement in sustainable tourism practices is specifically linked to higher levels of sustainable awareness and positive attitudes towards sustainability. The findings highlight the value of educational programmes and public awareness campaigns in encouraging young adults to travel sustainably. In order to promote the adoption of sustainable behaviours and support the long-term sustainability of tourism, recommendations are discussed for legislators, stakeholders in the tourism industry, and educators.

Keywords: Effects, Sustainable tourism, Sustainable awareness, Sustainable attitudes, Young adults

Introduction:

Until the outbreak of the Coronavirus pandemic, the travel industry significantly contributed to the prosperity and economic development of various global regions, aligning closely with broader international exchanges. According to the World Tourism Forecast, prior to the pandemic, tourism accounted for 10.4% of global GDP, supporting one in ten jobs worldwide [1]. It was recognized as one of the fastest-growing sectors, with at least one job out of every four new jobs globally linked to the

tourism industry. This sector not only creates employment opportunities but also fosters growth in local and regional economies [2]. A substantial portion of tourism growth is attributed to mass tourism; however, this form of tourism has faced criticism for lacking sustainability. The pandemic has compelled the tourism sector to pivot towards domestic tourism for the foreseeable future, emphasizing safety and sustainability as key long-term goals given the urgent need to balance its economic, social, and environmental impacts [3]. Previously, the primary focus was on the economic benefits of tourism, whereas current priorities increasingly highlight sustainability. Sustainable tourism has now become a critical objective in the policies of many nations [3]. Traveler behavior often does not align with their intentions or beliefs, particularly within the context of sustainable tourism. Even minor changes in responsible travel practices or eco-friendly behaviors by individual travelers can have significant impacts on the environment. For instance, encouraging hotel guests to reuse towels can lead to substantial energy savings by reducing the frequency of laundering. Likewise, a preference for refillable soap and shampoo dispensers over single-use bottles is another example of a positive change [4]. This study aims to uncover the reasons behind the attitude-behavior gap and intention-behavior mismatch. While travelers typically express support for sustainability and environmental protection, they often struggle to translate these attitudes into actual behaviors.

On one hand, considerations such as convenience and time constraints have been identified as significant barriers to adopting sustainable travel practices. Conversely, ethical considerations motivate some travelers to engage in pro-environmental behaviors [5]. To explore this intricate issue, we review existing literature on the guiding or mediating factors that affect the relationship between sustainable tourism attitudes or intentions and actual behavior. Based on our findings, we propose several avenues for future research [6].

"Intent" refers to the commitment to perform a specific action, a central concept in the Theory of Planned Behavior that has been widely used to explain the theoretical framework of attitude and subsequent behaviors. Empirical evidence indicates that education regarding sustainable tourism has been effective in raising awareness among travelers about the significance of sustainable practices [7]. However, policymakers and marketers are still striving to pinpoint the key factors influencing the relationship between sustainable tourism intentions and behaviors [8].

Existing studies have primarily focused on tourist consumption behaviors. Research indicates that tourists' purchase intentions are influenced by factors such as safety, particularly in the context of COVID-19. Traveler behavior is closely associated with cost and the support environment, which includes both rational and emotional considerations [9]. However, a review on the connection between tourism purchase intentions and behaviors fails to address the attitude-behavior gap, suggesting that travel motivation has a significant positive influence on travel conduct. Notably, sustainable tourism behavior diverges from traditional purchasing behavior and requires a more nuanced understanding of the underlying factors that shape it [10].

Review of literature

Ecotourism as a component of reasonable the travel industry offers vacationers an exceptional encounter, adds to the prosperity of nearby networks, protection of regular assets, and the conservation of neighborhood culture, while accomplishing a harmony between the requirements of sightseers and the nearby local area. Through the exercises proposed by ecotourism, it includes the immediate connection of guests to a safeguarded region with its normal territories, offering social and social types of assistance

, and furthermore adding to the physical and psychological wellness of travelers [11].

A World The travel industry Association report shows that youngsters in their movements need extraordinary encounters, favor country or rural regions, will "live like a neighborhood", and need to have direct contact with nearby culture and occupants [12]. The disposition and conduct of youngsters toward the travel industry are significant for the manageable improvement of this area [13].

Ongoing examinations directed in various nations show that, by and large, youngsters have a way of behaving focused toward manageability, and their mentality upholds the prosperity of the areas visited in the long haul [14].

Regardless of this multitude of assets, in 2019 the commitment of the travel industry to the GDP of Romania was 5.3%, and during the pandemic 2020 and 2021, it was lower. In the 2 years of pandemic, vacationers who visited Romania favored country benefits and agritourism annuities for the security offered, lower chance of disease, nature of administrations, and helpful costs [15].

Objectives:
- To know the concept of sustainable tourism
- To study the effects of sustainable tourism sustainable awareness and sustainable attitudes on environmental behaviors
- To study the effects of sustainable tourism awareness and sustainable tourism attitudes on social behaviors

Hypothesis:

H_o: There is no significant impact of sustainable tourism awareness and attitudes on the environmental behaviors of young adults in Pune city.

H_1: There is a significant impact of sustainable tourism awareness and attitudes on the environmental behaviors of young adults in Pune city

H_o: There is no significant association between sustainable tourism awareness and attitudes and social behaviors among young adults in Pune city.

H_1: There is a significant association between sustainable tourism awareness and attitudes and social behaviors among young adults in Pune city.

Methodology:

Research Design:

Because we thought this data type would be most applicable to our issue, we relied on primary sources for our study. It has been more simpler and more pertinent for us to gather primary data directly as no prior study has examined our particular issue and population. Also, this has been the most effective way for us to put our theories and conceptual model to the test. Using original data also has the potential to improve the reliability of our data.

Survey design:

We used a 5-point Likert scale—with 1 representing "not at all important" and 5 representing "very important"—instead of a 9-point scale to assess the attitude questions. After that, we had them use a 5-point Likert scale to indicate how often they do each behavioral item: 1-Never, 2-Rarely, 3-Sometimes, 4-Often, 5-Always. Our first step in understanding their perspectives on sustainable tourism was to have

them rank the relevance of a certain activity. We were able to gauge both their real actions and the impact of their knowledge and attitudes by asking them how often they really follow this regimen.

Sampling approach:

In selecting this sample, we kept in mind that we were primarily interested in responses from young people (those between the ages of 18 and 35). Consequently, we used a simple sampling strategy with 24 respondents by conducting an online survey among adults in our immediate vicinity ranging in age from 18 to 35.

Data collection:

To avoid turning away potential volunteers, we made sure our questionnaire was brief. There was an average response time of 1–8 minutes. After we finished designing our questionnaire, we used Qualtrics, a web-based survey and analysis platform. We were able to create, evaluate, and analyze our survey on an optimal web-based platform thanks to this technology. Each language version of the survey was made accessible. In order to ensure that our survey was both accessible and legitimate, we ran it through a preliminary test with five individuals. Their comments helped us refine the survey to make it easy for people to understand and complete. Our social media accounts (including LinkedIn, Facebook, and Whatsapp groups) were used to disseminate the poll. In addition, we shared it on Facebook travel groups in order to attract a wider audience of potential customers. Through our online survey, we were able to collect data from 104 participants.

Data analysis:

To put our conceptual model to the test and see how its variables affected the results, we choose to run two multiple regression analyses in our research.

Data analysis:
Demographics:

When asked about their age, the majority of our responders fell somewhere in the 20–25 bracket. Our network consists of individuals about our age, which makes sense given that we are both in our twenties and thirty-somethings. But we also had those that were a little older.

Table 1: Age of the respondents

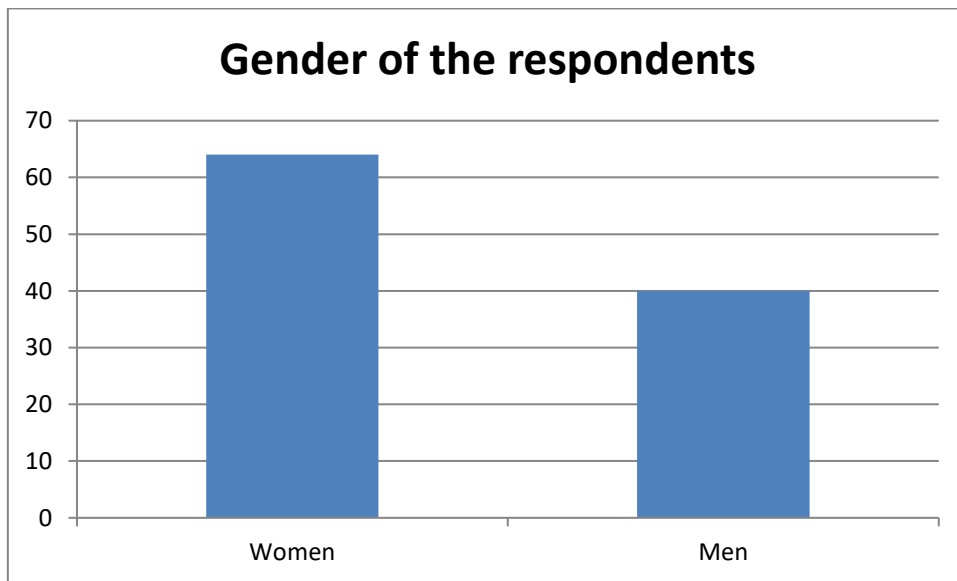| Age of the respondents	Years
20-25	76
26-30	24
30-35	4
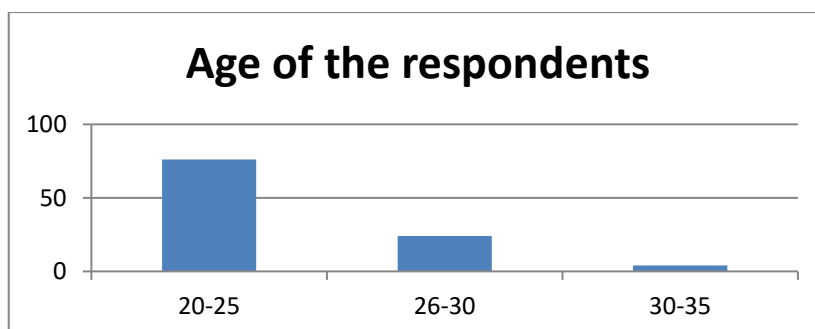
Figure 1: Age of the respondents

From a total of 104 respondents, 64 were female and 40 were male, as seen in Figure 2. We may have received a higher proportion of female respondents because the travel communities we contacted tended to be mostly female.

Table 2: Gender of the respondents

| Gender of the respondents	Years
Women	64
Men	40

Figure 2: Gender of the respondents

We used a Likert scale from 1 (very low) to 5 (extremely high) to gauge how conscious our respondents were of the importance of sustainable tourism. As a whole, our respondents were clueless when it came to sustainable travel. Nearly three quarters of the people polled ranked their level of awareness as poor or ordinary. Out of all those who took the survey, just around 15% said they were well knowledgeable about sustainable tourism.
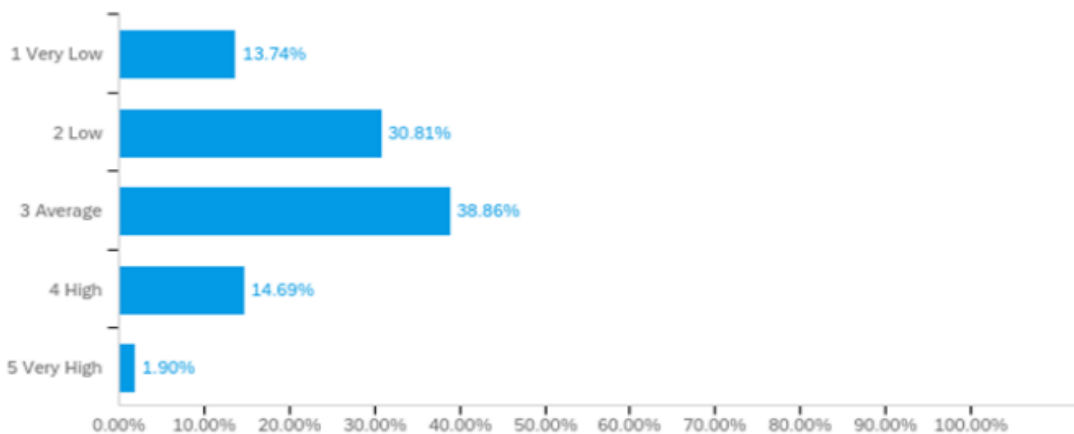
Figure 3: Respondent's awareness towards sustainable tourism

In Figure 4, you can see the different percentages of replies for each item related to environmental behaviors and how strictly our respondents followed them. There was a greater disparity in the outcomes of this inquiry. It seems that certain techniques were consistently used by our respondents, while others were more of a habit, if not an uncommon one. Respect for the destination's natural resources and preservation of the destination's historical and archaeological monuments were the most popular practices in this area, since they were geographically related to the destination.
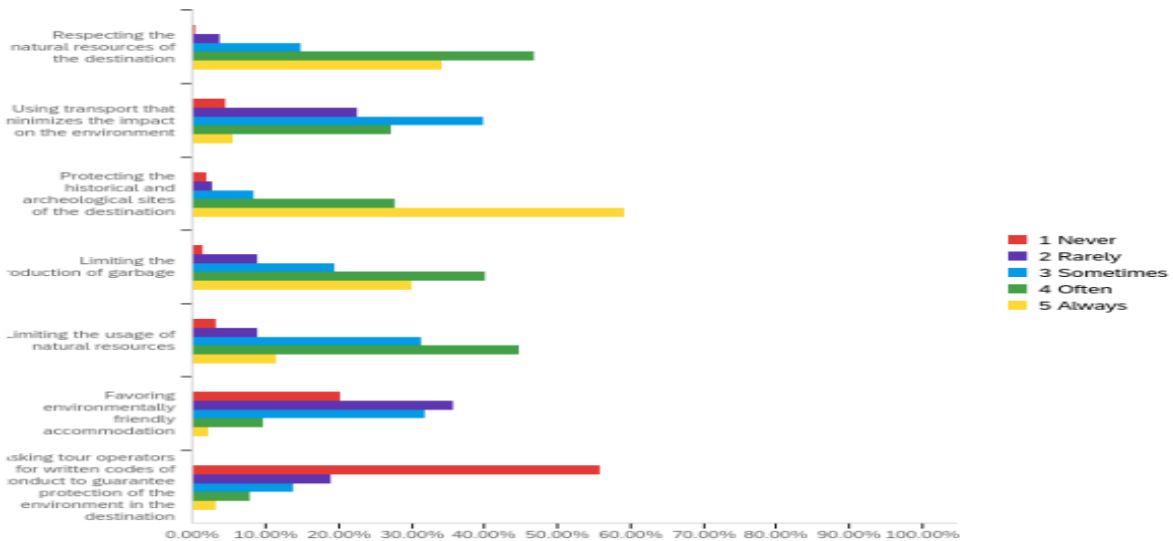
Figure 4: Adherence to(environmental behaviors) environmental practices

As a consequence, we ran our construct through the Cronbach's alpha test, and all of the results were above 0,7, indicating that the constructions we utilized in our research are reliable.

Table 3: Cronbach's alpha test

Construct	Cronbach's alpha
Sustainable tourism awareness	One item
Environmental attitudes	0,765
Environmental behaviors	0,759
Social attitudes	0,765
Social behaviors	0,785

Regression 1:

Sustainable tourism,sustainable awareness and sustainable attitudes effects on environmental behaviors

Table 4: Sustainable tourism knowledge, societal attitudes, and environmental tourism practices described

R	0,590[a]
R square	0,348
Adjusted R square	0,339
Std. Error of the Estimate	0,50272

Table 5: ANOVA, Sustainable tourism,sustainable awareness and sustainable attitudes effects on environmental behaviors

Model	Regression	Residual	Total
Square of square	27,551	51,556	79,107
df	3	101	104
Mean square	9,184	0,253	
F	46,807		
Sig.	0,000[b]		

Regression 2:

Sustainable tourism awareness and sustainable tourism attitudes effects on social behaviors

Table 6: Awareness of sustainable tourism, social attitudes, and environmental attitudes explain social behaviors

Model	1
R	0,639[a]
R square	0,408
Adjusted R square	0,339
Std. Error of the Estimate	0,41432

Table 7: ANOVA, Sustainable tourism awareness and sustainable tourism attitudes effects on social behaviors

Model	Regression	Residual	Total
Square of square	24,105	35,018	59,123
df	3	101	104
Mean square	8,035	0,172	
F	46,807		
Sig.	0,000[b]		

Findings:

1. The practices most often used were those that were physically associated with the location.
2. Our respondents were not very knowledgeable about sustainable tourism on a global scale.
3. Among young individuals in Pune, there is a correlation between attitudes, social behaviors, and awareness of sustainable tourism.
4. Young people in Pune City exhibit attitudes and social behaviors related to sustainable tourism awareness.

Conclusion:

To assess our constructs—awareness, attitudes, and behaviors—we chose to repeat certain aspects of the approach used in earlier studies as part of our methodology. We think this also contributes to our study's increased degree of dependability. Lastly, in order to prevent prejudice, we have taken great effort to be totally neutral throughout our investigation. Therefore, this study may be repeated in other studies, and if the methodology and sample were to stay the same, we think the outcomes would be the same. Future

research should look into these characteristics further since the current study was exploratory. This will help us understand how visitors may be divided based on how they see sustainability and how their travel habits affect that perspective. Therefore, a latent class analysis should be conducted to use the results as guidelines for management and marketing activities.

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