



“Gheorghe Asachi” Technical University of Iasi, Romania



ENVIRONMENTAL AWARENESS OF TOURISTS

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Abstract

This paper focuses on the relationship between individual factors of environmental attitudes and behavior intentions of tourists visiting a World Heritage City. We adopt a model based on the Theory of Planned Behavior with three environmental attitudinal factors (Responsibility, Knowledge and Values) and research data was collected through tourist surveys in Cuenca (Spain). Estimation results show that there is a positive relationship between dimensions of environmental attitudes and behavior intentions and actions of tourists. Generally, environmental values and knowledge have significant and positive influences on environmental behavior intention of tourists. Environmental morality also has a significant influence, although lesser in magnitude, while environmental responsibility showed no significant influence on tourists' environmental behavior intention.

Key words: environmental attitudes, tourism, World Heritage City

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