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**IMPACT OF GREEN TOURISM INITIATIVES ON
CUSTOMER PURCHASING BEHAVIOUR OF TOURISTS
FOR THE UK TOURISM INDUSTRY**

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Introduction

Tourism is one of the most important, as well as the most profitable sectors related to the development of a certain region or a location in the entire world. It is capable enough to maintain sustainability in the various prospects related to monetary and other influential points in the cornered region. In this context, there can be a mention of the Green Tourism Initiative, which is expected to be helpful for the tourism department of the concerned region in the entire world. This research report is going to encircle the various prospects related to the implementation, as well as the impact of the Green Tourism Initiative on tourists from all over the world. Moreover, this research is going to record the impact of the same on the behaviour of the concerned customers regarding their purchases in the tourism industry in the United Kingdom.

Problem statement

The Green Tourism Initiative has made a massive impact on the behavioural aspects related to the purchasing styles of a tourist in the tourism industry of the United Kingdom. This research is going to point out the various prospects related to the development of the other contemporary aspects as well as maintaining stability in tourism. Apart from this, the research will point out the various aspects related to the impact of the Green Tourism Initiative in a proper manner.

¹ Aim and Objectives

- *Aim*

The aim of this research report ⁹ is to address the various influential prospects related to the implementation of the Green Tourism Initiative in the tourism industry in the United Kingdom.

- *Objectives*

¹ The objectives of the mentioned research work are:

- To determine the various influential prospects related to the implementation of the Green Tourism Initiative in the United Kingdom.
- To identify the various problems faced by tourists in the United Kingdom.
- To determine the proper strategic approaches for the implementation of the Green Tourism Initiative in the United Kingdom.

- To mitigate the problems faced by tourists in the United Kingdom in a professional, as well as effective manner.

These mentioned aims and the objectives related to them are supposed to be helpful in the context of maintaining sustainability in the various operations of the tourism industry in the United Kingdom.

Research questions

The determined questions related to the mentioned research are:

- How can the Green Tourism Initiative have an effective impact on the various prospects related to the behavioural aspects of purchasing in the United Kingdom?
- What can be the potential problems in the prospects of the implementation of the Green Tourism Initiative in the United Kingdom?
- What can be the appropriate strategic approaches for the betterment of the tourism industry in the United Kingdom?
- What initiatives can the authorities take for mitigating the potential problems faced by the authorities, as well as the tourists in the United Kingdom?

These mentioned research questions, if addressed in a proper manner, can be helpful in the process of making an effective research report on the impact of the Green Tourism Initiative applied in the United Kingdom in an effective manner.

Research Rationale

The authorities of the tourism industry in the United Kingdom have taken effective initiatives in the prospects of the implementation, as well as the development of the Green Tourism Initiatives in the United Kingdom. They have ensured the various operations of the tourism industry are maintained in a greener way, as well as maintain sustainability in the tourism industry in the United Kingdom. The authorities have also alleged the various tourism organising companies and other tourism facility-providing organisations to take up a green, eco-friendly and sustainable approach for the convenience of the tourists, as well as develop the various operational prospects related to the tourism industry in the United Kingdom in a professional and effective manner. Apart from these, there have been many types of problems and other types of issues in the operations of the mentioned tourism industry in the United Kingdom. One of the major issues in this context can be counted as the lack of enthusiasm from the side of the government in the mentioned region (Guo *et al.*, 2019). These mentioned

aspects can be counted to be the major problems in the process of implementation of the Green Tourism Initiative in the United Kingdom. To identify further problems, as well as mitigate the same, there is a need for certain and subtle research work.

Literature Review

Sustainable Tourism

⁴ The tourism industry is one of the fastest-growing industries in the economic sectors of the world. The industry has also contributed to the economic growth of the world resulting in also being ¹⁰ one of the largest industries. Therefore, tourism plays a pivotal role in the management of green initiatives and in initiating green behaviour towards the loyalty and satisfaction of customers (Madanaguli *et al.*, 2022). The topic of Environmentally Sustainable consumption behaviour of customers is a burning issue in the research arena due to the environmental problems which have engulfed the concerns globally (Conti *et al.*, 2023). These problems include issues related to global warming, pollution, climatic changes, and degradation of the environment. Thus, the major way to overcome these problems is the modification of human behaviour to make it more environmentally friendly and sustainable (Caniglia *et al.*, 2021). Therefore, it is the behaviour and consumption habits of the people which need modifications so that a sustainable environment can be created for future generations to use and further sustain it.

⁷ The aim of the study is to first analyse the attitude and behaviour of emerging green tourists based on which the influence of green practices ¹⁴ on customer satisfaction and loyalty can be explained. The study further aims to explain the relationship between green purchases and sustainable consumption so that the customer's purchasing behaviour can be analysed on the basis of their satisfaction.

Emerging Green Tourists: Their Attitude and Behavior

There is a relationship between the tourists and the green tourists. The relationship is such that the tourists are all tourists as common. Green tourists are the section of tourists who proactively involve themselves in sustainable environmental behaviour during their stay as a tourist in any destination (Bhutto *et al.*, 2021). This behaviour comprises sustainable awareness, purchase and consumption of the goods and services. Sustainable Consumer Behavior comprises three steps: the first step is approaching the products in a manner which

is environmentally friendly (Quoquab *et al.*, 2019). This plays a major role as this is where the customer is informed of the environmentally sustainable products being available in the market. The second step is purchasing the product in an environmentally friendly manner. This means that the product has attracted the customer and the customer is informed about its sustainable production and use. This step involves various methods like the use of paper bags, a ban on plastic covers, the use of digital modes of payment, the use of reusable and recyclable products to cover the product for the customer and so on. The third step is the most important step which is the consumption of the product in an environmentally friendly manner. For instance, if a clay cup is sold in a plastic cover and is used to serve store-bought plastic packaged juice, then the purpose of purchasing an environmentally friendly product gets defeated. Therefore, it is essential that the clay cup is purchased by the customer, packed in paper wraps or paper carton boxes and used to serve homemade tea or juice so that the purpose of purchasing the environmentally friendly product is upheld. The tourism industry plays a major role in this arena because the hotels, resorts, cruise ships, airlines and so on must expressly and willingly promote sustainable consumption in order to reduce waste generation and enhance the use of green energy for transportation, the use of recyclable or reusable items. This in turn also increases employment for small-scale local industries and controls fuel emissions and waste generation. Thus, Sustainable consumption is the route to sustainable development.

Green Purchase and Sustainable Consumption

Environmentally sustainable behaviour also includes the consumption of the product which has emerged to be one of the most concerning topics in the arena of consumer market and research. Thus, to ensure that the tourists are engaged in sustainable consumption, it is essential to understand and examine the consumption habits of the tourists and their preferential behaviour toward green services and products (Dixit *et al.*, 2019). Customers' decision to purchase depends on various factors like enjoyment, social value, finances, quality, tradeoffs and the type of goods and services in which the tourists engage their consumption including variables from food, clothing, tobacco, tourism, and so on. Thus, these goods and services must satisfy five consumption preferences in order to have loyal customers (Goutam *et al.*, 2021). These five preferences are social value, conditional value, emotional value, functional value which includes the quality and price of the goods and services and epistemic value.

Past Literature

It has been opined by scholars that the factors which influence the choice of customers towards green behaviour include largely the ²individual's feelings in expressing intentions and decision-making capability (Nekmahmud *et al.*, 2022). It has further been explained by scholars that it is the purchase pattern and the green trust which drive a customer's behaviour towards sustainable purchasing and consumption (Amin and Tarun, 2021). Therefore, while some customers are proactively engaged in environmentally friendly products and services, some customers ²may lack trust in sustainable products due to the exaggeration of their emergence and the vagueness of their execution. Thus, green trust plays a major role in the sustainable consumption behaviour of tourists.

According to scholars, the customers who are more inclined towards environmental concern are the ones who are more engaged in sustainable consumption behaviour (Ngwakwe, 2020). Therefore, this marks the positive attitude of the customer marking their desire to experience nature and enjoy it during their period of travel. Thus, the environmental attitude of the tourist is directly proportionate to their sustainable consumption behaviour (Testa *et al.* 2021). However, it is also the knowledge of the environment and the products which play a major role in the awareness of tourists (Wu *et al.*, 2021). Therefore, consumer adoption plays a major role in the fluctuation of consumption by the consumer and the environmental knowledge possessed by such consumers.

Literature gap

The studies have found that tourists who are well informed about environmental concerns ¹²and the availability of sustainable products in the market, tend to be pro-actively involved in its consumption. However, the studies are ambiguous about the fact that the tourists may be well informed about the environmental concerns and sustainable products but they may not be informed about what sustainable products to expect in which place specifically when the tourists travel to international destinations. Further, the scholars have explained regarding the green trust is the driving factor for customers to depend on green energy. However, the availability of green power poses a major obstacle to the establishment of the trust. Further, the dependability of green power for commercial activities like in the case of tourism, the hospitality industry, as customers of these green power corporations, may not be confident to solely rely on them. Therefore, scholars have opined the importance of sustainable consumption but the arenas which deal with the supply and logistics of these sustainable

products and services remain ambiguous and hence, the green trust factor of the customers remains fluid.

Theoretical Background

In order to examine the theoretical structure of the analysis, Structural Equation Modelling (Zainudin *et al.*, 2018) can be used. According to this theory, the green practice on customer satisfaction revealed positive effects on the support and loyalty of the customers. The theory further revealed that personality may give varying satisfaction to the customers and thus, supporting customer loyalty and satisfaction. In other words, the green practice and the green image are the reasons for the variations in the structure of customer satisfaction with reference to green tourism.

² The theory of planned behaviour and Consumption values can be integrated to examine the framework of sustainable consumption choice and value behaviour of tourists (Sheoran and Kumar 2022). The theory also establishes a comparative study between the outcome of the decisions of the tourists to choose environmentally friendly products versus non-environmentally friendly products. The findings have revealed that the intention of the tourists along with the environmental attitudes, norms, awareness, emotional value and the perceived behavioural control significantly impacted the decision of the tourists to make their choice for environmentally sustainable products. Thus it is the knowledge of the customers along with their behavioural contribution which enhances their satisfaction and loyalty towards environmentally friendly products during their tourism period.

Summary

It can be summarised that environmental knowledge leads to positivity in the attitude of the customers towards sustainable products and services. Therefore, it is essential to spread awareness relating to the sustainable products and services available in the destination for the tourists. With the growth and development of techniques and technology, marketing and advertising have become easy and therefore, social media plays the steering role in spreading awareness for environmental concerns and the alternatives to the non-environmental friendly products available in the area. Further, the products having Geographical Indications must be widely promoted so that those products receive recognition all over the world. The GI products are made from the natural resources of that area and therefore may help in the promotion of sustainable products and services. Thus, it can be concluded that the scholars

have made various theses and research for the purpose of the identification of the environmental concerns and the behaviour of the customers driving the environmentally friendly products and their promotion.

Research Methods

Research Philosophy

⁵ The research on the impact of green tourism initiatives on the customer purchase behaviour of tourists will be considered by taking the interpretivism philosophy into practice (Curry, 2020). The outcome of this research will be depended on the secondary pieces of information based on the research. Further pieces of information in this research will come from relevant articles, journals and the government websites and relevant information from various surveys by the governments of the United Kingdom.

Research Approach

⁵ The research on the impact of green tourism initiatives on the customer purchasing behaviour of tourists will have a deductive research approach to collect proper pieces of information about the fact. The said research approach is very effective in defining different factors of the research paper which are connected to each other (Pandey, 2019). It will also help the researchers to analyse the research paper with the help of qualitative data. The research paper will be analysed on the basis of the quantitative pieces of information collected by the deductive approach to get real-time data.

Research Design

An explorative research design will be used in this research paper to get proper information regarding the customer purchasing behaviour of tourists. The design has been chosen on the basis of its effectiveness for the particular research which is based on the previous records (Thomann and Maggetti, 2020). The design is also very effective in collecting different information which is unstructured and informal. The explorative research design will be approached to get theoretical pieces of information on the impact of green tourism initiatives.

Data Collection Method

A secondary qualitative approach has been chosen to collect the relevant data about the impact of green tourism initiatives on customer behaviour of tourists. The required information for this research paper will be collected from the scholarly theories of different authors and researchers as well as other data collection options such as authentic websites of the United Kingdom and many others.

Data Analysis

A thematic data analysis method has been chosen for the purpose of evaluating the impact of green tourism initiatives on the customer purchasing behaviour of tourists (Kiger and Varpio, 2020). The method will be approached depending on the qualitative theoretical pieces of information based on the articles. The theoretical data for this research will be gathered from various articles by different authors, journals, e-newsletters, research articles and many others.

Data Sampling

The sample information for this research paper has been collected as per the exclusion and inclusion criteria. The inclusion condition of this paper is based on the quantitative details of the consumer purchasing power of tourists in the United Kingdom. On the other hand, the exclusion condition of this research paper is based on qualitative information on the impacts of green tourism initiatives on the purchasing behaviour of tourists.

Ethical Considerations

The complete information collected for this paper has not been influenced by any factors throughout the process. This chapter of this research paper includes the factors for analysing the process through qualitative and quantitative information. It defines different aspects of completing the research which includes research philosophy, research approach, research design and data collection and analysis methods that are authentic for the purpose of this research.

Gantt Chart

Activities	1						
	Week	Week	Week	Week	Week	Week	Week

	1	2	3	4	5	6	7
<i>Gathering permission</i>							
<i>Covering existing literature</i>							
<i>Collection of data</i>							
<i>Analysis of data</i>							
<i>Report submission</i>							

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