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Eliciting small island tourists' ecological protection, water conservation, and waste reduction behaviours

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ABSTRACT

Small island destinations possess fragile ecosystems that are susceptible to the effects of tourism. Ensuring sustainability in these destinations is undoubtedly of utmost importance. This research delved into the fundamental cognitive, affective, and normative processes underlying tourists' intentions toward ecological protection, water conservation, and waste reduction during their visits to small island destinations. Additionally, the study examined the moderating role of environmental protection activities in everyday life. Cutting-edge statistical methods, specifically generalized structured component analysis with measurement errors incorporated and necessary condition analysis, were applied to validate a theoretical model and uncover the crucial factors influencing tourists' intentions concerning environmental protection. The findings categorised the predictive constructs into four groups: necessary and sufficient, necessary but insufficient, unnecessary but sufficient, and unnecessary and insufficient. Our findings shed light on the essential and/or nonessential factors that shape tourists' ecological intentions in small island destinations.

1. Introduction

Promoting environmentally sustainable behaviours among tourists is a crucial element in the transition toward a sustainable future for global tourism (Schönherr et al., 2023). It is especially important in small island destinations, where environmentally responsible activities and the ecological management of tourism businesses are considered vital components of environmental conservation (Bulchand-Gidumal, 2022; Han & Hyun, 2018). As Walker et al. (2021) stated, small islands possess unique and fragile ecosystems that are particularly vulnerable to the impacts of tourism. These destinations often face challenges, such as limited resources, high population density, and a heavy dependence on tourism-related activities (Fakfare & Wattanacharoensil, 2023a). The rapid development of tourism on small islands has led to environmental degradation, water scarcity, and increasing waste generation,

jeopardising the long-term sustainability of these destinations (Walker et al., 2021).

Recently, many island destinations have increasingly recognised sustainability as a strategic priority, leading to a dedicated commitment of efforts and the allocation of financial and nonfinancial resources (Han & Hyun, 2018; Więckowski & Timothy, 2021). Sustainable practices and initiatives not only contribute to the preservation and protection of the environment in island destinations but also offer opportunities for economic growth and enhanced tourist experiences (Walker et al., 2021). Undoubtedly, comprehending the process of eliciting tourists' ecological protection and their pro-environmental intentions/behaviours is paramount in the realm of modern destination management (Fakfare & Wattanacharoensil, 2023b). Previous research on environmental behaviour has provided insights into various factors influencing tourists' pro-environmental intentions. For example, Han, Kim, and Kiatkawsin

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