

The Theory of Planned Behaviour on Sustainable Tourism

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ABSTRACT

Sustainable tourism was debated almost 2 decades ago and it still required in-depth study until now. Among the studies that required is on entrepreneur behaviour towards the sustainable tourism practices. Entrepreneur is one of the stakeholders in tourism industry, and their participation is required towards this practices. Entrepreneur participations towards sustainable tourism are very important. Thus, the degree of entrepreneur's participation in sustainable tourism is significant. In literature, to determine the behaviours, the theory of planned behaviour (TPB) has been used in many different fields including tourism and hospitality. The aim of the study is to review the entrepreneur intention by using the TPB in practicing the sustainable tourism.

KEYWORDS: Theory of Planned Behaviour, Intention, Entrepreneurs, Sustainable Tourism.

INTRODUCTION

The entrepreneur is one of the main stakeholders in tourism sector. The study is focusing on tourism entrepreneur. Tourism entrepreneur attention, involvement and participation in sustainable tourism are significant to ensure the goal in sustainable tourism can be achieved. The issue of sustainable tourism needs to be explored as it required action by many people. It will offer benefits to the multiple stakeholders and future generation. The behaviours of entrepreneurs are among the issues that can be explored on topic of sustainable tourism.

In order to learn on people behaviours, the theory of planned behaviour (TPB) was used in various fields. The theory was found by [1] as an extension to the original of Theory of Reasoned Action (TRA). Both psychology theories are appropriate to examine the behaviours of manager in any disciplines as its make predictions regarding the formulation and execution of plans and actions.

Sustainable tourism has become one of the most important issues affecting the tourism industry in recent years. The most acceptance definition of sustainable tourism is meets the needs of present tourists and host regions while protecting and enhancing opportunities of the future [2]. This topic has been actively debated nowadays as the issues of sustainability have received attention by many stakeholders. Accordingly, the objective of this paper is to review the TPB from the past literature that related to entrepreneurs and sustainable tourism.

THEORY OF PLANNED BEHAVIOUR

The TPB exists almost 20 years ago, and it is proven that the theory is useful to predict people behaviour. The TPB is a theory for making predictions regarding the formulation and execution of plans and actions [3]. TPB is a theory which looks at how behaviours are changed through influencing intention. In the theory, the proximal predictor of one's behaviour is his/her intention to engage in the behaviour. The intention is determined by attitude toward the behaviour, subjective norm and perceived behavioural control [4].

The first components of TPB is attitude which it measure the extent which an individual has a favourable or unfavourable evaluation of the behaviour. This in turn is predicted by the sum of the products of beliefs about the outcome of the behaviour and evaluations of those outcomes [5]. The second component is subjective norm. It is used to measures the influence of other people in respect of the behaviour, which in turn is predicted by the sum of the normative beliefs and motivations to comply. The third component is the perceived behavioural control. It reflects beliefs regarding the access to resources and opportunities needed to perform behaviour. It has 2 mechanisms where the first reflects the availability of resources needed to engage in the behaviour such as access to money, time and other resources. The second component reflects the focal person's self-confidence in their ability to conduct the behaviour [6].

Moreover, the theory is capable of explaining 20% of the variance in prospective measure of actual behaviour. The meta analysis on TPB showed that perceived behaviour control posited that perceived behaviour control influence intention behaviour directly and indirectly [7]. Another finding showed that perceived behavioural control is a direct path to intention [8]. Besides that, the subjective norm was found to be a weak predictor of intention partly due to poor measurement [9].

As a result, the theory can be used to predict the entrepreneur behaviour as the objectives of the paper is to predict the entrepreneur behaviour towards sustainable tourism practices. The other sections in the study will elaborate on sustainable tourism and review of study that related to TPB and sustainable practices.

SUSTAINABLE TOURISM

The term sustainable tourism has no clear definition that has been accepted by all. But, the most acceptance definition of sustainable tourism is taken by The World Tourism Organization (UNWTO). The United Nation agency which responsible for the promotion of responsible, sustainable and universally accessible tourism has select the definition of sustainable tourism as "Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future" [10]. Currently, the United Nation agency has come out with simplify definition of sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" [11].

From the academic literature, the sustainable tourism definition is still vague and remains unclear. Many researchers have interpreted the meaning of sustainable tourism from the differences contexts. It has become a form of ideology, a political catch phrase and depending on the context in which it is being used, a concept, a philosophy, a process or a product [12]. The first definition that relates to sustainable tourism is "tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes" [13].

Another interpretation has included local residents as one of components in the concept. Sustainable tourism is seen as an emerging paradigm to enhance the existing conceptual frameworks on tourism planning and development by making the local residents as its focal point [14]. Tourism required certain action that it must have in order to be truly sustainable. There were 4 features of tourism to be truly sustainable which are listed as below [15].

- a. First, tourism must respect the economic well-being and social and cultural concerns of host communities. Consequently, tourism development in an area must involve consultation and participation as well as a degree of local control.
- b. Second, tourism must respect the character of the local environment and operate within its capability to regenerate itself.
- c. Third, tourism should reduce its impact on the wider global environment in terms of depletion of natural resources and pollution.
- d. Fourth, tourism should provide a meaningful and satisfying experience for the visitor.

Furthermore, important criteria in sustainable tourism are economic, social and environment aspects. The success of tourism in long term is depending on whether the sector able to manage these 3 aspects of dimension [16] as shown below:

- a. Environmental dimension: The quality of the environment and its natural resources very often constitutes a tourist attractiveness of the place. So, any activity that adversely affects the environment or the natural resources in the long run, worsen the attractiveness from the point of tourism view which leads to a smaller number of visitors and less revenue from tourism.
- b. Socio-cultural dimension: The social and cultural heritage of the area plays an important role in tourism, particularly in areas with high cultural or artistic value or in places where local traditions and values play a significant role. In such places, tourism can play a significant role such as creating new jobs positions. It not just carry out actions to preserve the heritage, but also can lead to addiction of these places from foreign companies or tourist operators.
- c. Economic dimension: Tourism not accordingly carried out with the principles sustainable development concept, contributes to the social and environmental costs which in the long term it can outweigh financial income due to tourism. In case, when these costs are not taken into account and when the revenues from tourism are estimated, the results of future projections can distort images and lead to wrong planning.

Therefore, sustainable tourism can be seen as an important business model that needs to develop. The 3 pillars of environment, economy and social should blend together to give the benefits to stakeholders in the long run. Even though the definition is still vague, but the concept is clear with looking at sustainable environment, sustainable economy and sustainable culture.

REVIEWS ON ENTREPRENUR, SUSTAINABLE TOURISM AND THEORY OF PLANNED BEHAVIOUR

The TPB has existed almost 2 decades and originally it was developed to study on health topic. Then, it was developed and accepted not only in health topic but also in other disciplines including hospitality and tourism [17]. The TPB has been studies in many areas. Table 1 is the summary of previous literature on the use of TPB in the hospitality and tourism sector, the environment behaviours and also in entrepreneur fields.

Table 1: Summary of literature

Area	Topic
Hospitality and tourism	Gambling behaviour [18], leisure participation [19], convention participation [20], international traveling [21], destination choices [22] and satisfaction with holiday experiences [23].
Environment behaviour	Ecological behaviours [24], travel choices [25], willingness to pay for environmental protection [26], the marketing of environmentally friendly products [27], green consumerism [28], recycling [29-30], water saving [31] and environment behaviour in hotel [32].
Entrepreneurship	The socio cultural factors towards sustainable entrepreneurship [33] and intention to start a business [34-35].

Looking at combination of entrepreneur and sustainable tourism, it still required further study. Linking the concept of sustainable management to entrepreneurship, is still considered as something new and many areas still require further investigations [33]. From the sustainable tourism perspectives, the researches that cover the behaviour on economy, social and as well with environment factor are still lacking and required further study.

CRITIQUE ON THEORY OF PLANNED BEHAVIOUR

The final discussion is on critique of the TPB. Even though the theory has exist almost in 2 decades, but it still need further improvement due to several aspects. The theory has been study in many areas including hospitality and tourism, and it receives some comments towards the theory.

Among the critiques on the theory is on intention itself. In the TPB, intentions are viewed as behavioural plans that in conjunction with appropriate opportunities and resources that enable attainment of a behavioural goal [36]. However, intentions do not always lead to successful enactment of the behaviour [37]. The results of meta-analyses of the TPB indicate that intentions and Perceived Behaviour Control (PBC) account for only 34% of behaviour [38].

Last year, there is controversial towards the TPB. In [39] has highlighted some critics about the theory. The comments were made as below:

- a. Its exclusive focus on rational reasoning, excluding unconscious influences on behaviour and the role of emotions beyond anticipated affective outcomes.
- b. Moreover, the static explanatory nature of the TPB does not help to understand the evidence effects of behaviour on cognitions and future behaviour.
- c. The hypotheses derived from the model are open to empirical falsification, or whether they are essentially common-sense statements which cannot be falsified.
- d. The authors suggest focusing the debate on 2 additional aspects of the application of theory which are validity and utility.

However, these critiques were made from the health behaviours perspectives. The reviews have been made towards these articles on the retirement of the TPB theory [40-45]. To note that most of the reviewer comments revealed that the current theory is needed to make some modification and adjustments.

Therefore, the critiques have provided some opportunities for future research on other topics than health behaviours. The future research should consider the issues that bring on the current study on validity and reliability to answer the issues of retirement of TPB.

CONCLUSION

The theory of TPB is a theory that can be used to predict tourist behaviour [46]. From the sustainable tourism and entrepreneurs perspectives, it can also be used to predict the entrepreneur behaviours towards sustainable tourism. Although the concept of sustainable tourism exist almost 2 decades, but it still at the infant stage and required future research. The sustainable tourism is looking at 3 important pillars of sustainability namely economy, social and environment. Hence, the implementation of TPB towards the behaviours of stakeholders is useful in order to identify the stakeholder motivation towards sustainable tourism. The TPB is seen as a theory that required further investigation to predict entrepreneur behaviour in sustainable tourism practices.

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