

RESEARCH ARTICLE

Interactive Relationship between the Environmental Concern and the Eco-Tourism Destination Regions: A Literature Review

Nusrat Batool^{1*} • Zubair Ahmad Dada² • Shamim A Shah³ • Sajad Ahmad Ganai⁴

¹Doctoral Fellow, Department of Geography & Regional Development, University of Kashmir, India.
E-mail: nuratbatool.scholar@kashmiruniversity.net

²Assistant Professor, Tourism Management, University of Kashmir, India. E-mail: zubair.ixr@gmail.com

³Professor, Department of Geography & Regional Development, University of Kashmir, India. E-mail: shamimcrocus@gmail.com

⁴Doctoral Fellow, Department of Management Studies, University of Kashmir, India. E-mail: sajadnabi19727@gmail.com

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ABSTRACT

Tourism in eco-destinations contributes to overall well-being of local people and at the same time affects these destinations in an adverse manner as a result of anthropocentric activities. It becomes imperative to understand the relational dynamics between environmental concern and vulnerable ecotourism regions to find out viable solutions for achieving sustainability. The purpose of this paper is to develop a comprehensive literature review. The paper aims to understand the arguments on environmental concern research that addresses the impact of knowledge, attitude, behavioural intentions and values on the tourists in the eco-tourism destination regions by conducting a systematic review of peer-reviewed research publications from the year 1995 to 2018. The study reveals that there is a strong association between the environmental concern of tourists and the eco-tourism destination regions, and further depicts that the environmental concern of tourists positively affects the destination regions. The current review finds out that building environmental concern and awareness among tourists has a strong potential to achieve environmental sustainability and local community development.

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Introduction

Eco-tourism implies travelling to natural areas with a minimum impact on the natural environment and the local community that delivers cultural and natural experience to the visitors. Thus, the primary aim of eco-tourism is to minimize the psychological, physical and social impact on the eco-destination regions. The idea of eco-tourism was developed in the late 1980s as a response to sustainable development and global ecological orders. Eco-tourism entails visiting uninterrupted natural areas with the main goal of experiencing, appreciating, and examining flora and fauna (Ceballos Lascurain, 1996; Joshi, 2011).

It indicates visiting natural areas requiring pro environmental tourist behavior to appreciate the scenic beauty producing minimum impact on the natural environment (Brandon, 1996). In other words, it is traveling to delicate natural landscape with the intention to educate the visitors and help in generating conservation funds to ensure the overall development of the area (Honey, 1999). Thus, Eco-tourism creates awareness about the environmental sensitivities providing education to the tourists and helps in conservation and welfare efforts (Wearer & Lawton, 2007; Bjork, 2000; Boo, 1992). It also promotes affection for the natural environment and its conservation (Bob et al. 2008).

Eco-tourism regions face the unheeded behavior of the tourists and has resulted in the failure of eco-tourism to achieve sustainability in the fragile ecosystems (Gosling & Schumacher, 2010). As a result, the natural authenticity of

*Corresponding author: nuratbatool.scholar@kashmiruniversity.net

these areas is compromised that affects the satisfaction and level of ecotourism experience (Reisinger et al. 2003; Kao et al. 2008). Chui et al. (2014); Cottrell & Graefe (1997); Hines, Hungerford, et al. (1987) examined that pro-environmental behavior is reflected in the tourist's concern for the climate, information, and responsibility by which it is related to information on issues, information on activity techniques, verbal responsibility, locus of control. Promoting environmental concern among tourists in the eco-destination regions is necessary for the sustenance and conservation of the natural resources. Oreg et al. (2006); Boldero (1995) observed that socio-psychological constructs, for example, values and perspectives have been more effective in anticipating support of environmental conservation. These convictions (familiarity with outcomes, attributed obligation to act and natural concern) are affected by values (egoistic, social philanthropy, and Biospheric) that are orientated in different ways in the human existence. Pitts & Woodside (1986); Hedlund et al. (2012); Blamey & Braithwaite (1997) observed that values decide the travel activities, destination choice, preferences and also plays a significant role in predicting pro-environmental behavior. Vicente-Molina et al. (2013); Kim and Weiler (2013) observed that attitude plays an important role in determining responsible behavior in the eco-destination regions. Han and Kim (2010) analysed that the attitude determines the behavioural intentions and actual behavior in tourists. Encouraging environmental concerns helps in creating pro-environmental behavior among tourists to attain sustainability in the eco-destination regions.

The aim of this paper is to explore the various studies and build up on the arguments produced in the area of environmental concern research and eco destination regions. The current study expects to comprehend the contentions on the environmental concern research and the role of knowledge, attitude, behavioural intentions and values in predicting the environmental behavior of the tourists in the eco destination regions by undertaking a systematic review of the research generated in this area from the year 1995 to 2018.

Environmental Concern

Environmental concern is the value and the attitude of a person towards environmental problems and also the self-perception about the environmental behavior and the behavior of others. In this context, attitude and values play a significant role in determining the behavior of a person at various stages. Van Liere & Dunlap (1980) defined it as "perceiving environmental problems as serious, supporting efforts by the government to protect environmental quality and engaging in behavior aimed at improving environmental quality". Farnsson et al. (1999) defined it as "environmental concern ranges from a specific attitude towards environmentally relevant behavior encompassing value orientation". In other words, it is the assessment of attitude, values, and behavior of one's own or others' behavior that has an impact on the environment (Weigel, 1983; Ajzen, 1989; Sjoberg, 1989; Takala, 1991). Thus, it refers to a general attitude or specific attitude that

determines the intentions. Stern (1992) examined that it is a function of spiritual beliefs fiscally-orientated values. Studies have shown that environmental concern was higher in younger adults (Diamantopoulos, et al. 2003; Fransson & Garling, 1999; Van Liere & Dunlap, 1980). Diamantopoulos et al. (2003); Fransson & Garling (1999) observed that environmental concern was found among those persons that have obtained higher education. Diamantopoulos et al. (2003) analysed that environmental concern was found greater in men than among women.

Environmental Concern and Eco-Destination Regions

Tourist environmental concern for the eco-destination regions is a significant factor that helps in attaining sustainability. Environmental concern has a considerable impact on the behavior of the tourists. The determinants of the environmental concern are the attitude, values and behavior of a person towards the environment. Extensive literature has been developed establishing the fact that the environmental concern plays as a driving force for the engagement of tourists in the eco-destination regions. Lee and Moscardo (2005) examined that the tourist attitude has a positive influence on the sustainability of the eco-tourist resorts. Han et al. (2010) observed a positive association between environmental knowledge and purpose to stay at green hotels. Pembroke (1996) studied that British airway customers who were more concerned about environmental issues found that they prefer to choose tour operators and airlines that keep environmental issues under consideration. Hultman et al. (2010) examined that environmental beliefs have a significant influence on the tourist intentions to visit the eco-tourist destination regions. Wood (2002); Kasim et al. (2014) observed that environmental values have a prominent influence on the construction of the tourist behaviour. Hines et al. (1987) observed that knowledge of specific environmental problems has a positive influence on environmental behaviour. Sharpley (2006) observed that environmental education tends to change the attitude of tourists that helps in creating pro-environmental behaviour in the eco-destination regions. Han et al. (2010) observed that outlook and perceived behavioural control significantly influence the visitor intentions to stay in the eco-hotels. From the above analysis it can be observed that environmental concern of tourists and sustainability of eco-destination regions are positively associated.

Methodology

The main purpose of this paper has been to undertake a systematic review of the studies in order to understand the relationship between the tourist environmental concern and the eco-destination regions, therefore, various online sources like Sage pub, Taylor & Francis, Elsevier and other data bases were used to gather the data. The current review is centred around exploring the relationship between the environmental concern of the tourists and the eco tourist destination regions. In the process of reducing the literature to 'Environmental concern' following key terms were used:

1. Knowledge
2. Attitude
3. Behavioural intentions
4. Values.

During the literature scan process, 700 articles were found that have brought out different findings in the area under study. However, the literature scan was further vetted on the basis of following standards.

1. The journal should meet the accompanying measures.
2. The journal is written in English.
3. The articles fall in the time range from 1995 to 2018.
4. Studies that show the correlation between the environmental concern and the tourist behaviour.

The present study has selected 21 research papers that meet all the above enlisted standards and that produce a deeper understanding of the correlation between the tourist environmental concern and eco-destinations regions. The tabulation of the studies undertaken for the analysis was done using major sections like authorship, purpose of the study, research methodology used, major findings of the study, implications and publisher.

Findings

Table 1.

Author	Purpose	Method	Findings	Implications	Indexing/ Publisher
Hedlund, T. (2011). <i>The impact of values, Environmental concern, and willingness to accept economic sacrifices to protect the environment on tourists' intentions to buy ecologically sustainable tourism alternatives</i>	To determine the impact of values, Environmental concern, and willingness to accept economic sacrifices to protect the environment on tourists' intentions to buy ecologically sustainable tourism alternatives	Systematic	Tourist with higher Environmental knowledge are more concerned about the destination region and have more responsible behaviour	Benefits for and management of Penghu Islands, leading to sustainable tourism Development.	Web of Science
Luzar et al. (1998) <i>Profiling the nature-based Tourist: Multinomial logit approach.</i>	To identify the factors that appear to influence Louisiana tourist decisions to participate in nature based tourism	Systematic	Proximity to Louisiana positively influence the decision to participate in Louisiana eco-tourism	Assessing Environmental Attitude helps in Evaluating Environmentally related problem	Sage pub
Weaver et al. (2002) <i>Overnight Eco-tourist Market Segmentation in the Gold Coast Hinterland of Australia</i>	To determine Environmental commitment and affinities with wilderness type experienced among tourists	Systematic	Harder eco-tourist shows positive Environmental commitment and affinities with wilderness-type than soft and structured eco-tourist	Sustainability Can be achieved by creating positive behaviour and attitude among tourists	Sage pub
Baysan, S. (2001) <i>Perception of the environmental impacts of tourism: A comparative study of the attitude of German, Russian and Turkish tourists in Kemer, Antalya.</i>	To examine the Perception and behaviour of tourists of three different nationalities	Systematic	The results confirmed that differences in 'environmental awareness' were more strongly associated with differences in nationality, than with educational levels and occupations. Above all German tourists were more environmentally aware' than Russian and Turkish tourists	Highlights Important Issues for tourism policy with respect to environmental out come	Taylor & Francis
Kiatkawsin, K., & Han, H. (2017) <i>Young travellers' intention pro-environmentally: Merging the value-belief-norm and the expectancy theory.</i>	To examine the intentions to behave pro-environmentally amongst young group tour travellers	Systematic	Expectancy theory strongly Influence personal norms which in turn influence pro-environmentally behaviour intentions.	Provides practical insights to Destination region	Elsevier

Wurzinger, S. et al. (2006) <i>Environmental Concern and Knowledge of Ecotourism among Three Groups of Swedish Tourists</i>	To examine the ecological Orientation of eco-tourists, nature based tourists and city tourist	Systematic	Eco-tourist and nature based tourists showed more pro-environmental behaviour than city tourists	Provides knowledge for marketing and development of eco-tourism in the destination region	Sage pub
Fairweather (2010) <i>Environmental values and response to Ecolabels: International Visitors in New Zealand.</i>	To evaluate the awareness of Ecolabels among visitors.	Systematic	Bio-centric visitors show concern for the environment in which they travel and supported the development of Ecolabels in New Zealand	Development of Ecolabels in New Zealand	Taylor & Francis
Ryan and Harvey (2000) <i>Who Likes salt water crocodiles? Analysing socio-demographic of those Viewing Tourist Wildlife Attractions based on Salt water Crocodiles</i>	To examine the tourist environmental sensitivity and behavioural attitudes towards protected species.	Systematic	Little relationship is found Between visitors environmental concern and behavioural attitude towards protected species	Suggestion for establishing scales that have reliability across wildlife attraction	Taylor & Francis
Han et al. (2010) <i>Application of the theory of Planned Behavior to green hotel choice: Testing the effect of environment friendly activities</i>	The present study proposed tested Ajzen's Theory of Planned Behavior (TPB) model to explain the formation of hotel customers' intentions to Visit a green hotel.	Systematic	The findings showed the TPB model has a good fit to the data and better predictive power for intention than the Theory of a Reasoned Action model	Providing theoretical and practical implications to green hotel segment	Elsevier
Ramkissoon, H. (2012) <i>Place attachment and pro-environmental behaviour in national parks: Development of a conceptual framework</i>	To examine the tourist place attachment and it's influence on pro-environment behavioural intention.	Content analysis	Concludes that place attachment has a strong relationship with pro-environment behavioural intentions	Provides additional construct to understand divergence of behavioural intentions and actual behaviour	Taylor & Francis
Esparon, M. et al. (2015) <i>The significance of environmental values for destination competitiveness and sustainable tourism strategy making: Insights from Australia's Great Barrier Reef World Heritage Area</i>	This research explores the environment-economic interface of a major destination	Systematic	Visitors showed negative reaction towards environmental degradation than to the increase the price	Provides strategies for sustainable tourism	Taylor & Francis
Han (2015) <i>travellers pro-environmental behavior in green lodging context: Converging value-belief-norm theory and the theory of planned behaviour</i>	To examine the Travellers' pro-environmental intentions in green lodging	Systematic	The findings showed that awareness of consequences and normative process help in creating behavioural intentions	Highlights the impact of non green alternative attractiveness in green loading	Elsevier
Cottrell (2003) <i>Influence of socio-demographics and environmental attitude on general responsible environmental behavior among recreational boaters</i>	The study examined the predictors of general responsible environmental behaviour among recreational boaters.	Systematic	The findings revealed that the variables have a relationship with the environmental behaviour of tourists	Provides strategies for sustainable tourism	Sage pub

Chiu et al. (2014) <i>Environmentally responsible behaviour in eco-tourism: Antecedents and implications</i>	This study explores the environmental responsible behaviour of tourists engaged in eco-tourism	Systematic	The results show that perceived value, satisfaction and activity involvement can promote environmentally responsible behavior of tourists	Management and planning of ecological resources	Elsevier
Dolnicar, S. (2004). <i>Insights into Sustainable Tourists in Austria: A Data-based priori segmentation approach</i>	This study explores a group of tourists in Austria that are concerned towards natural environment	Systematic	The results revealed that the group of tourists was more concerned about the natural environment	Building strategies based attitudinal and Behavioural Components	Research online
Cheng et al. (2015) <i>How do environmental knowledge, environmental sensitivity, and place attachment affect environmentally responsible behaviour? An integrated approach for sustainable island tourism</i>	Examining the role of environmental knowledge, sensitivity and place attachment in formulating responsible behaviour among tourists	Systematic	The results reveal that environmental knowledge, sensitivity and place attachment have a positive influence on the responsible behaviour of the tourists	Provides different strategies for creating sustainable destination region	Taylor & Francis
Bergin-Seers et al. (2009). <i>Emerging green tourists in Australia: Their behaviours and attitude.</i>	This study aims to identify green tourists with respect to their attitude and behavioural aspects	Systematic	Green tourists show high level commitment to the pro-environmental behaviours.	Provides insights to the marketers for green tourism market segmentation and its development	Sage pub
Ballantyne et al. (2008) <i>Environmental awareness, interests and motives of botanic garden visitors: Implications for interpretive practice</i>	To examine the conservation awareness, interest, and motivation among botanical garden visitors.	Systematic	Visitors were less concerned for conservation of the botanical gardens	Provide different strategies for conservation of the botanical gardens	Elsevier
Luzar, E. J. et al. (1955) <i>Evaluating nature-based tourism using the new environmental paradigm</i>	To examine the factors that influence the tendency to participate in the NBT among Louisiana tourists	Systematic	Results revealed that Attitude towards the environment was the main factor for participation in eco-tourism in Louisiana	The study helps to evaluate environment related behaviour and the development of eco-tourism	Cambridge. Org
Ramkissoon, H., et al. (2013). <i>Relationships between place attachment, place satisfaction and pro-environmental behaviour in an Australian national park</i>	To examine the relationship between place attachment, place satisfaction, and pro-environmental behaviour among tourists	Systematic	Results revealed that place satisfaction and place effect have a positive relation with pro-environment behavioural intentions	Marketing aimed at repeat Visitation	Taylor & Francis
Higham, et al. (2002). <i>Profiling tourists in ecotourism operations</i>	To examine the tourist profile that exists within the Eco-tourism sector	Content Analysis	Provide valuable insights About the environmental values held by the tourists	To develop Eco- tourism product that appeals niche Interest	Elsevier

Eco-Destination Region Experiences

The literature scan identified 21 research papers that explain the experience of the different eco-destination areas. About 22% of the papers focused on marine tourism while 82% on non-marine tourism. The research sites in the

reviewed journals were mostly national parks, islands, heritage sites, coastal lands and wet land parks. Most of the papers surveyed studied the ecotourism events from one day to one-year period. Esparon et al. (2015) obtained temporal data of visitors for one year i.e., June 2012 to 2013, while

as, Fairweather (2005) collected data for two months. Only one study investigated experience in case of overnight eco-tourism experience. For example, weaver et al. (2002) surveyed the tourists who had stayed for one night in the Lamington National Park. Based on the eco-tourism behaviours, the author has divided the eco-tourists into 3 types and are harder, softer, and structured eco-tourists. About 10 counties have served as the research sites for investigating the eco-destination region experiences. Australia remains as the dominating research site for examining the eco-tourism experiences followed by America, Taiwan, Sweden, New Zealand, Turkey, China and Austria.

Research Method used in the Identified Studies

About 95% of the papers in the literature review used the quantitative techniques. Two studies were identified to have used qualitative data. For e.g., Ramkissoon et al. (2012) used the quantitative technique and observed that visitors' attitude towards a destination region plays an important role in the formation of pro-environmental behaviours. This paper makes a case for creating a sustainable environment in the national parks. The other papers that have been reviewed used the questionnaire survey method. In some papers, the participants were approached personally while in some studies mail surveys were used to collect the data. Hedlund (2014) collected

data using a web-based questionnaire where in, an email was sent to 4444 members and used a two-step modelling approach to structural equation modelling (Anderson and Gerbing, 1988) to analyse the data. Cottrell et al. (1997) chose a mail survey using a random sample of owners. Han (2015) merged value- belief- norm theory and theory of planned behaviour in one hypothetical construct for analysing the pro-environmental behaviour intentions among the travellers. The data was analysed using two step modelling approach to SEM (Anderson and Gerbing, 1988). Kiatkawsin, K. et al. (2017) merged value-belief- norm theory and expectancy theory to evaluate the pro-environmental behaviour intention of the tourists.

Characterizing the Literature

The following subsection includes the reviewed literature of the variables indicating Environmental Knowledge, Attitude, Values and Behavioural Intentions. The scanned studies reveal that Environmental Knowledge, Values and Intentions create environmentally responsible behaviour among the tourists in the destination regions. Thus, the findings show a close relationship between environmental concern and pro environmental behaviour resulting in the tourist intentions for helping to create a more sustainable environment.

Table 2. Studies Investigating Variables of Interest

Variables	Number of studies	Authors
<i>Environmental Knowledge</i>	5	<i>Cheng et al. (2015), Wurzinger et al. (2006), Cottrell et al. (1997), Sultan (2001), Ballantyne et al. (2008)</i>
<i>Environmental Attitude</i>	7	<i>Luzar et al. (1998), Wurzinger et al. (2006), Weaver et al. (2002) Ramkissoon et al. (2012), Bergin-Seers et al. (2009), Luzar et al. (1995), Dolnicar, S. (2004).</i>
<i>Environmental Values</i>	7	<i>Hedlund, T. (2011), Fairweather (2005), Esparon et al. (2015), Higham et al. (2002), Ryan and Harvey (2000), Luzar et al. (1995) Chiu et al. (2014)</i>
<i>Behavioural Intentions</i>	7	<i>Hedlund, T. (2011), Sultan (2001), Ramkissoon et al. (2012), Ramkissoon et al. (2013) Bergin-Seers et al. (2009), Han (2015), Lee (2011),</i>

Environmental Knowledge

The concept used in the reviewed papers varies from general information of eco-tourism to sustainable knowledge of the destination regions and awareness of different environmental issues. Cheng et al. (2015) divide environmental knowledge into two dimensions of sustainable knowledge and environmental protection knowledge while studying the tourists in an island region. The discoveries uncover that when tourists have rigorous environmental information, their ecological sensitivity in the visitation areas is higher. As such, tourists with a significant level of information on sustainability and environmental issues were found to appreciate the ecology of the region. They are found to be more worried about the spill over effects in the neighbourhood environment and the effect of their life style on the environment. Wurzinger et al. (2006) administered items to evaluate the knowledge about ecotourism and found that the eco-tourists have higher knowledge than the nature-based tourists and the city tourists. Cottrell et al. (1997) investigated about the environmental issues and observed that more knowledge about the environmental

issues results in the pro-environmental behavior among the tourists. Sultan (2001) examined that nationality plays an important role in building environmental awareness as compared to the education level and occupation of the tourists. Furthermore, it was found that the German tourists were more environmentally aware than the Turkish and the Russian tourists. Ballantyne et al. (2008) observed that visitors under study have a moderate to high range of environmental awareness.

Environmental Attitude

In the reviewed papers, the authors have addressed the general and specific attitude of the tourists towards the environment. Seven papers have assessed the association between the attitude and the behavioural intentions. Luzar et al. (1998) examined the attitude of the tourists towards the environment and found that the environmental attitude is higher in the structured tourists than the hard and the soft eco-tourists. Wurzinger et al. (2006) observed similar results regarding the attitude and the impact of tourism on the local people carrying out the investigating among the city,

the nature based and the eco-tourists. Weaver (2002) observed that the structured eco-tourists resemble the hard eco-tourists more than the soft eco-tourists because the structured tourist intention is to support those businesses that are environmentally sustainable and are reluctant to go to those areas that are environmentally unheeded. Ramkissoon et al. (2012), Luzar et al. (1995), Bergin-Seers et al. (2009) observed that environmental attitude influences the pro-environmental behavioural intentions of the visitors. Dolnicar, S. (2004) found that the tourists under study depict positive attitude towards the conservation of the destination regions.

Environmental Values

Seven papers reveal that the ecological values have a positive and noteworthy impact on the environmental performance intentions while only one study shows no association. Hedlund, T. (2011) observed that the environmental values play an essential role in creating pro-environmental behavior and to buy ecologically sustainable tourism products. Fairweather (2005) observed that the tourist values were consistent with the expression of the concern for the environment. Esparon et al. (2015) observed that the environmental values are considered the most important values among the tourists under study. Higham et al. (2002) investigated the environmental values among 967 tourists in 12 eco-tourist destination regions using 14 criteria to characterize the variety of the spots. More than 75% of the tourists had a positive perception about the environmental performance of the eco-tourism places, while only 6% reported an adverse experience. Ryan and Harvey (2000) observed that there is no correlation between the environmental values and the behaviours associating crocodiles as a component of wildlife tourist pull. Luzar et al. (1995) observed that the environmental values did explain support for eco-tourism in Louisiana. Chiu et al. (2014) discovered that the perceived values of the tourists shape their pro-environmental behaviour.

Behavioural Intention

Seven papers examined the behavioural intentions among the tourists in the destination regions. Hedlund, T. (2011) observed that there is a positive relationship between the environmental concern and the behavioural intentions to buy ecologically sustainable tourism alternatives. Sultan (2001) investigated the behavioural intentions of three different tourist nationalities. The results authenticated that the difference in behavioural intentions exist as a result of difference in the nationality. Ramkissoon et al. (2012) found that the attitude of the tourists has a significantly positive influence on pro-environmental behavioural intentions. Han et al. (2010) observed that outlook and perceived behavioural control significantly influence the tourist intentions to stay in eco-hotels. Ramkissoon et al. (2013) recognized two kinds of pro-environmental behavioural intentions of the tourist in a national park setting and found that low effort pro-environmental and high effort pro-environmental behaviours exist based on the level of engagement and involvement of the visitors. Bergin-

Seers et al. (2009) found that the green tourists in Australia have a positive behavioural intention for purchasing green products. Han (2015) identified a significant impact of the attitude, the perceived behavioural control and the moral obligation in the formation of a travellers' pro-environmental behavioural intentions. Lee (2011) observed that place attachment and conservation obligation impact the pro-environmental behavior of the tourists visiting wetlands.

Conclusion

Since long time, although, human beings have been confronting grave environmental challenges, the concern for the environment and inculcation of responsible environmental behaviours are still lacking in them. Although, climate change is one of the potent environmental risks faced by the humankind, still there is a lackadaisical attitude towards mitigating the effects of the environmental problems. Human civilisation is heavily reliant on the natural resources. The life on the earth is dependent on the ecosystems services and our survival is threatened by the distortions created in these environmental services. This paper has provided a thorough review into the environmental concern and an assessment of its relationship with eco-destination regions. While former studies have pursued to plot out the structure of the environmental concern, research testing such models have produced mostly erratic outcomes. It has frequently been presumed that the concern for the environment is positively related with the pro-environmental behaviours, yet empirical results persist to be less forthcoming. The main aim of this paper has been to explore the previous scholarly literature on the environmental concern research that produces a comprehensive understanding pertaining to the impact of knowledge, attitude, behavioural intentions and values on the tourists in the eco-tourist destination regions by conducting a systematic review of peer-reviewed research publications from the year 1995 to 2018. This paper concludes that environmental concern is the culmination of four environmental dimensions: (a) Environmental Knowledge; (b) Environmental Attitude; (c) Behavioural Intentions; and (d) Environmental Values.

While conducting this review, it has been observed that values, attitude and knowledge potentially produce the environmental concern among the tourists and has an effect on the development of the responsible tourist behaviours. Thus, building environmental concern among the tourists remains a potent tool with the planners to achieve sustainability in the eco-destination regions. Raising up the level of environmental concern among the tourists can be attained in numerous ways such as conducting environmental education programs, through FAM trips, sensitisation workshops, thereby, creating affinity towards nature and putting in place a code of ethics for the tourists to encourage the practice of responsible behaviours. This review contextualizes the explanation of the environmental concern and development of the responsible behaviours in the eco-destination regions using tourists as a sample from

the reviewed studies and, thus, adds a new dimension to the existing knowledge.

Pro-environmental behaviour transformation is possibly a treasured policy instrument that can be utilised to involve the visitors in the environmental issues and accelerate rates of pro-environmental behaviours. Environmental concern research must shift its focus from the conventional 'do attitudes predict behaviour' approach, and emphasise on the issues of apathy. Why are tourists apathetic? How can they be involved? What upsurges the probability of tourists transitioning out of an apathetic group? These are all important questions that should be answered by future research and considered by the policy makers.

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