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# Nexus of Tourism Affinity, Perceived Behavioral Control and Green Environmental Literacy in Support of Regenerative Tourism

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## Abstract

The inevitable transition to the green economy has ignited the "green, blend and extend" solutions for the global tourism industry. Regenerative tourism has recently gained global attention as it offers a virtuous cycle of positive impacts on the ecological environment, economies and local communities at host destinations. Despite the alarming situation of environmental degradation and the worsening condition of destinations in crisis, empirical research on regenerative tourism has rarely been attempted. The present research examined the impact of tourism affinity on the support for regenerative tourism, and whether perceived behavioral control and green environmental literacy moderate this relationship. Using structural equation modeling (SEM) on the study data from international expats (N=290) residing in the United Arab Emirates (UAE), the empirical evidence validated the conceptual model. PLS-SEM estimations indicated that the support for regenerative tourism is significantly and positively influenced by tourism affinity. Importantly, perceived behavioral control and green environmental literacy significantly strengthened the relationship between tourism affinity and support for regenerative tourism. The present study's focus on expatriates and their engagement in regenerative tourism in the UAE is novel, as influenced by tourism affinity within a moderating mechanism of perceived behavioral control and green environmental literacy.

**Keywords:** Tourism affinity, regenerative tourism, perceived behavioral control, green environmental literacy, COP26, theory of planned behavior, United Arab Emirates.

## 1. Introduction

Global tourism is still one of the most vibrant, largest and fastest-growing industries in the world. However, as global environmental challenges escalate, the need to align the tourism sector with sustainable development goals has become increasingly urgent. The 26$^{th}$ United Nations Climate Change Conference (referred to as COP26) launched the Glasgow Declaration for Climate Action in Tourism to recognize the global urgency to cut CO2-

emissions in half by 2030 and ultimately achieve Net Zero status by 2050 (Paddison & Hall, 2024). Hence, the Glasgow Declaration aims to align the tourism industry with global commitments under the United Nations (UN) Sustainable Development Goals (SDGs) for 2030 (referred to as UN2030) and to accelerate efficient path-ways to climate action (Boluk & Rasoolimanesh, 2022; Luong et al., 2024). Regenerative tourism moves beyond the notion of responsible or sustainable tourism (Becken & Loehr, 2024). It refers to the regenerative cycle of living systems and underscores that tourists should leave a place better than it was before, which can induce tourists' revisit intentions (Cave & Dredge, 2021; Husamoglu et al., 2024). The United Nations Agency for World Tourism Organization (UNWTO) has also conferred on the principle of regenerative tourism, which emphasizes a holistic understanding and living-system approach while linking collaborative efforts (e.g., changing economic model) and environmentally responsible behaviors for tourism development (beyond restoration) (Becken & Loehr, 2024). The concept promotes a positive impact on the local economy, society, culture, and environment, as well as a holistic approach to tourism that goes beyond environmental restoration.

The United Arab Emirates (UAE) is an ideal context for studying regenerative tourism due to its rapid economic development, tourism-driven economy, and proactive environmental initiatives (Seshadri et al., 2023). However, with the UAE's heavy reliance on tourism and the presence of a diverse population, it is critical to understand how international expats (i.e. largest representatives of UAE's population) engage with regenerative tourism. The effectiveness of regenerative tourism initiatives in the United Arab Emirates may be greatly influenced by the distinct viewpoints and incentives that expats bring to environmental initiatives, given their temporary status. This study presents a significant opportunity to investigate how expats' tourism affinity, perceived behavioral control, and environmental literacy can support destination recovery and sustainability initiatives, as their role in promoting regenerative tourism has not been adequately explored in prior research. The study intends to offer insights that could direct targeted policies and tourism management strategies in comparable expat-dominated communities worldwide by concentrating on this particular demography in the United Arab Emirates. Despite the growing importance of regenerative tourism, there has been limited empirical research exploring its potential and factors that influence tourist's support for this approach. Regenerative tourism does not restrict itself to environmental damage control at destinations. Instead, it strives to build back better. Hence, the regenerative tourism cycle leaves a positive impact on the economic, social, and cultural values of the local communities as well as the ecological environment (Bellato et al., 2023; Bellato & Pollock, 2023). The tourism industry increasingly focuses on understanding the tourist psyche, such as tourist affinity, which refers to positive emotions, sympathy, admiration and attachment to a destination.

Tourism affinity has been characterized as positive feelings (e.g., sympathy, admiration, and attachment) toward a foreign host destination that serves as a potential driver and catalyst for tourism-related outcomes (Josiassen et al., 2022; Nørfelt et al., 2023). Tourists

are the backbone of the global tourism industry, and their behaviors (either positive or negative) play a vital role in determining touristic outcomes (Josiassen et al., 2022). Tourism firms across the globe focus on the tourist's psyche to offer products and/or services that closely match the tourist's needs and preferences (Cave & Dredge, 2021; Josiassen et al., 2022). Hence, tourism affinity can redefine a tourist's solidarity with any tourism destination (especially during times of destination crisis), as reflected through positive word of mouth and revisit intentions (Josiassen et al., 2022; Wang & Li, 2022). Tourism affinity can also be destination-specific, which reflects the attraction to buy products and/or services from those favored destinations (Josiassen et al., 2022). Despite the enormous significance of tourism affinity in redefining destination choices and solidarity, there have been rare attempts to empirically examine tourism affinity and its potential effects on the support for regenerative tourism (Josiassen et al., 2022; Paddison & Hall, 2024). Another important factor is perceived behavioral control, or the degree of ease tourists feel in performing certain environmentally responsible behaviors, which may significantly influence their support for regenerative tourism. Tourist's perceived behavioral control (i.e., the extent to which tourists assess their self-confidence, ease, or difficulty in performing certain behaviors) can determine their extent of support for regenerative tourism (Husamoglu et al., 2024). Additionally green environmental literacy, encompassing knowledge attitude and concerns about environmental issues, plays a key role in encouraging tourists to engage in regenerative practices. Likewise, green environmental literacy (including sensitivity, knowledge, attitude, and concern) can enable self-directed behaviors to support destination recovery and development (through regeneration tourism) while ensuring a fair balance between quality of life and the natural environment (Ardoin et al., 2023; Bellato et al., 2023).

The study's implications extend to both academia and the tourism industry. Academically, it will advance the understanding of how psychological factors and environmental literacy contribute to regenerative tourism, filling the gaps in the literature. For practitioners, the study will inform destination management strategies and policies aimed at fostering tourism practices that not only minimize harm but also enhance the well-being of local communities and ecosystems. Despite a spike of scholarly interest in the significant implications of perceived behavioral control and environmental literacy in tourism development research, these notions have been rarely investigated in the context of regenerative tourism (Becken & Loehr, 2024; Husamoglu et al., 2024; Paddison & Hall, 2024).

The present study addresses these critical knowledge gaps, including (1) limited empirical evidence on regenerative tourism (Becken & Loehr, 2024; Husamoglu et al., 2024; Paddison & Hall, 2024), (2) rare attempts in exploring the underlying factors that predict support for the regenerative tourism (Becken & Loehr, 2024; Bellato et al., 2023; Bellato & Pollock, 2023), (3) visible deficiencies in prior literature to explain the potential linkages

between tourism affinity, perceived behavioral control, green environmental literacy and support for regenerative tourism (Josiassen et al., 2022; Paddison & Hall, 2024), (4) limited knowledge on the extended application of the theory of planned behavior in regenerative tourism (Paddison & Hall, 2024; Perkins & Mackay, 2022). Hence, the present study aimed to explore the impact of tourism affinity, perceived behavioral control, green environmental literacy, and support for regenerative tourism, as well as the moderating effects of perceived behavioral control and green environmental literacy. The present study makes a significant contribution to the mainstream literature on regenerative tourism by examining the direct impact of tourism affinity on the support for regenerative tourism and how this relationship can be significantly strengthened (through the interaction effects) by perceived behavioral control and green environmental literacy.

## 2. Literature Review and Hypotheses Development

### *2.1 Tourism Affinity*

The seminal research by Josiassen et al. (2022) conceptually defined tourism affinity as the "feeling of sympathy, admiration, and attachment toward a specific foreign destination, as a potential driver of tourism-related outcomes." In the case of tourism, there are two types of resources, namely (1) nature-given resources and (2) human-generated resources. Nature-given resources are rated high in comparison with human-generated resources. However tourists explore numerous places all around the globe, but few of the newly explored destinations strongly influence them (Josiassen et al., 2022). Despite being visited a number of times, the one who is a strong admirer of that destination prefers to visit it again and again (Wang et al., 2023). Such affiliation, admiration, and attraction toward a foreign destination are characterized as tourism affinity (Josiassen et al., 2022). Tourism affinity helps destinations to revamp promotional programs and offerings to uplift tourism. In this context, Josiassen et al. (2022) explored tourism affinity and its effect on tourist-resident behavioral outcomes. The authors proposed that tourism affinity is a beneficial driver of various tourism-related outcomes, i.e., word of mouth and resident's hospitality. Furthermore, tourism affinity also boosts broad intention, but it is a barrier to more intimate relationships (Darma Putra et al., 2021; Wang et al., 2023). Moreover, tourism affinity is also motivated by goal compatibility, relative power, and moral duty. Sometimes, this may result in tourism biases, which further allows for exploring a positive attitude in connection with a specific foreign destination (Josiassen et al., 2022; Wang et al., 2023). Whether in a positive or negative way, the affinity leads to tourism regeneration (Darma Putra et al., 2021; Wang et al., 2023). The affiliation between tourist and destination stands on religious grounds. The close bonding between tourists and the destination forces them to do it again and again, which results in tourism affinity (Diallo et al., 2022; Josiassen et al., 2022). Accordingly, Patwardhan et al. (2020) explored whether there is any association between tourism and destination in connection with religious loyalty and concluded close affiliation between tourist and destination as a result of religious attachment that helps a specific country's tourism sector to grow (Wang & Li, 2022).

*2.2 Support for Regenerative Tourism*

Regenerative tourism refers to the notion of "giving back" and/or “building back better” that involves preemptive restoration and continuous development of societies, traditions, heritage, places, and natural landscapes (Becken & Loehr, 2024; Paddison & Hall, 2024). Regenerative modes of development are systems-based, aligned with cultural and natural patterns, and are focused on achieving positive outcomes, as opposed to simply "doing less damage" (Bellato et al., 2023; Zaman, 2024). Regenerative approaches recognize the presence of new alternatives or post-capitalist economies and markets that place their emphasis on factors other than growth and profit. Regenerative tourism approaches and practices may deconstruct the conventional economic policies in global tourism (Becken & Loehr, 2024) and prioritize holistic development over economic growth because they view tourism activities and practices as more than business as usual (Zaman, 2024). When faced with a crisis and/or unpredictable situations, destinations may become more resilient if they adopt regenerative modes of development" (Cave & Dredge, 2021). Regenerative tourism is an emerging trend in the global tourism industry that aims to transform and augment the socio-ecological systems in which tourism practices are carried out (Cave & Dredge, 2021; Zaman, 2024). The regenerative development paradigm can be applied to a variety of industries, such as regenerative agriculture (Duxbury et al., 2020), built environments, urban planning (Cave & Dredge, 2021), regenerative economies and more recently to regenerative tourism (Zaman, 2024).

*2.3 Perceived Behavioral Control*

(Bin-Nashwan et al., 2021) conceptually defined perceived behavioral control as the “person’s perception of the ease or difficulty involved in performing the target behavior and any limitations that may inhibit the behavior.” In general, perceived behavioral control is an individual’s evaluation of the degree to which they are able to exert control over factors that may either support or restrict the actions required to address a specific circumstance (Yusliza et al., 2020). It has been argued that perceived behavioral control is a feature of control beliefs. Control beliefs refer to a person's perception of the availability or absence of resources or opportunities that are necessary to perform a particular behavior, as well as his or her evaluation of the degree of significance that such resources or opportunities play in the realization of goals (Rachbini, 2020). Perceived behavioral control describes the degree to which an individual is in charge of determining whether or not to carry out a certain behavior (Aga & Singh, 2022). According to (Ajzen, 2011), the ability of an individual to perform a certain behavior depends greatly on the level of personal control or on the capacity to perform the behavior while making use of resources like time and money (Vamvaka et al., 2020; Xiao & Wong, 2020). Beliefs about control (i.e., beliefs in external versus internal control factors that may encourage or inhibit one's ability to perform the behavior) have been found to have a significant impact on perceived behavioral control (Cop et al., 2020), which has been discovered to be an important determinant of

behavior intentions and/or actual behavior (Ajzen, 2011) as explained by the theory of planned behavior (Ajzen, 1991, 2011, 2020).

*2.4 Green Environmental Literacy*

Green environmental literacy refers to an individual's capability to evaluate the state of the green environment (including the status of environmental conservation and environmental health), as well as to undertake corrective action (e.g., communicate the need for green environment action strategies) to help resolve environment issues (e.g., climate change, global warming, ozone layer depletion, and deforestation) and preserve existing systems (Putra et al., 2021; Yu et al., 2022). Therefore, one's responsible behavior toward the green environment is the measurement of his/her green environmental literacy (Kamil et al., 2020). Accordingly, environmental consciousness and green concerns are pervasive throughout the majority of industrialized and developing nations (Liu & Tobias, 2024). Law et al. (2023) argued that even though global environmental concern has amplified, it has not yet been followed by a corresponding upsurge in pro-environmental behavior. Several scholars have emphasized the significance of environmental sustainability as a factor that will guarantee holistic development (Ng et al., 2017). The purpose of environmental literacy is to improve people's sensitivity and awareness toward environmental issues, as well as their knowledge of environmental notions, values, attitudes, actions, skills, and activism experiences (Putra, 2022; Sumirat et al., 2023). Citizens have environmental literacy in order to advance technological integration and proactive participation in environmental problem-solving, thus enabling a balanced world, sustainable development, local perspectives, and global cooperation (Fang et al., 2023).

*2.5 Tourism Affinity and Regenerative Tourism*

Tourism plays a dominant role in boosting the economies of countries that are rich in history and culture (e.g., Turkey and Italy). Visitors and destinations, according to regenerative tourism, are part of a living system entrenched in our natural environment that functions according to nature's fundamental rules and principles (Zaman, 2024). The notion recognizes the interconnection of many natural and social contexts and is intended to benefit both the land and the people (Bellato et al., 2023). Regenerative tourism considers tourists to be an integral part of regeneration; therefore, it emphasizes much more importance to tourists. Thus, the restoration and/or development of the tourism industry is only possible when it offers a high value to tourists (Zaman, 2024). However, if tourism affinity exists in the tourism industry, then it will move forward to support regenerative tourism. Hussain and Haley (2022) explored the tourism industry through the lens of regenerative development and concluded that the positive psychology movement could ensure better knowledge of the tourism sector and its effects on destinations and hosts, both in the short and long term. To minimize the negative consequences of tourism, choices about destination development must be made with care. The rising notion of regenerative tourism demonstrates mindful travel behaviors and positive psychology (Zaman, 2024). Further, Duxbury et al. (2020) explored the creative tourism model in connection with

regenerative settings. Regenerative tourism focuses on "giving back" and actively helps the regeneration of communities, cultures, history, locations, landscapes, and so on. Modes of regenerative tourism development strive to go beyond typical sustainable approaches. In recent times, one of the factors that has affected global tourism the most is COVID-19. So, there is a core need to pay special attention to destinations in crisis, using tourism affinity as a bridge for the restoration and revitalization of destinations through regenerative tourism (Hussain & Haley, 2022; Josiassen et al., 2022; Paddison & Hall, 2024; Zaman, 2024). Thus, the first hypotheses derived from these arguments is stated as under:

- *H1: Tourism affinity significantly and positively impacts support for regenerative tourism.*

*2.6 Moderating Effect of Perceived Behavioral Control*

Global tourism destinations use unique features (e.g., wildlife, museums, art galleries, festivals, culture, and religion) to attract tourists, which can lead to tourism affinity (Josiassen et al., 2022). There are numerous destinations visited by natives from different countries. The behaviors of foreign tourists play a crucial role in evaluating the visit as meaningful and enjoyable (Law et al., 2023). Thus, there is a strong association between tourists' perceived behavior control and tourism-related outcomes (Wang & Li, 2022). Yu et al. (2022) explored perceived behavior control (PBC) along with self-efficacy to examine their impact on volunteer tourism. Sustainable development is the initial step toward tourism regeneration, and PBC strongly affects these notions as both are equally dependent on tourists (Zaman, 2024). Religious tourism also resurrects tourism affinity as tourists reflect a strong bond with a specific destination (e.g., Jerusalem, Makkah, and Madinah) as a result of religious beliefs (Yusliza et al., 2020). Xiao and Wong (2020) explored the moderating role of PBC on tourists' halal tourism intentions. Sustainability in the tourism industry is the initial footstep toward destination regeneration. Here, the perceived behavior control of tourism stakeholders (especially tourists) plays a crucial role. Ajzen (2020) worked on the formation of behavioral intentions with the application of the theory of planned behavior in connection with tourism development. The behavioral intentions would lead to value creation for tourists (by the destination) and, on the other hand, value creation for the destination (by the tourist) (Ajzen, 2020; Bin-Nashwan et al., 2021). In this context, Erul et al. (2020) explored the theory of planned behavior and emotional solidarity to explain tourists' behavioral intentions toward tourism developments at host destinations. The study concluded that the perceived behavioral intentions are the outcome of planned behavior, which leads to value co-creation for the tourist as well as the destination (through tourism development) (Diallo et al., 2022). Furthermore, the theory of planned behavior assists in evaluating perceived behavioral control, which determines touristic outcomes (e.g., support for tourism development)

(Boluk & Rasoolimanesh, 2022; Zaman, 2024). Thus, the second hypothesis derived from the above-mentioned arguments is stated as follows:

- *H2: Perceived behavioral control significantly moderates the relationship between tourism affinity and support for regenerative tourism.*

*2.7 Moderating Effect of Green Environmental Literacy*

Global tourism and the environment are closely intertwined, while green environmental literacy plays a crucial role in maintaining a fair balance between tourism activities and the environment (Ardoin et al., 2023; Zheng et al., 2022). Environment literacy can guide tourists in a better way in building a strong connection between tourism affinity and the aim to support regenerative tourism (Ardoin et al., 2023; Zaman, 2024; Zheng et al., 2022). Prior literature has witnessed a number of times that environmental literacy (including knowledge, attitude, and intentions) acts as a significant predictor of tourism-related outcomes (e.g., eco-tourism) (Fang et al., 2020). Keeping this in view, the present study employed green environment literacy as a moderator in the relationship between tourism affinity and support for regenerative tourism (Ardoin et al., 2023; Zaman, 2024). Sojasi and Azizi (2018) examined environmental literacy within rural tourism. The study results highlighted that there is a positive association between the dimensions of environment literacy (i.e., knowledge, attitude, behavior) in rural tourism. Pd and Budiyono Saputro (2020) explored environmental literacy and its facilitation toward eco-tourism. Zheng et al. (2022) explored environmental literacy in connection to rural tourism development. The study was conducted in the Fujian province of China. The study results highlighted a significant association between indicators of environmental literacy that help to support rural development in Fujian, China. Yusliza et al. (2020) also examined environmental literacy in the context of revisit intentions. Suárez-Rojas et al. (2023) also argued about the seriousness of environmental issues, and there have been progressive attempts to reexamine tourists' pro-environmental behaviors. Hence, green environmental literacy (including knowledge, attitude, and intentions) is fundamental to gauging pro-environmental behaviors that can support regenerative developments at tourism destinations (Ardoin et al., 2023; Becken & Loehr, 2024; Zaman, 2024). Thus, the third hypothesis is derived from the above arguments and stated as under:

- *H3: Green environmental literacy significantly moderates the relationship between tourism affinity and support for regenerative tourism.*

Based on the review of prior literature and critical knowledge gaps, the conceptual framework of the support for regenerative tourism (SRT) involving tourism affinity (TAF), perceived behavioral control (PBC), and green environmental literacy (GEL) has been illustrated in Figure 1.

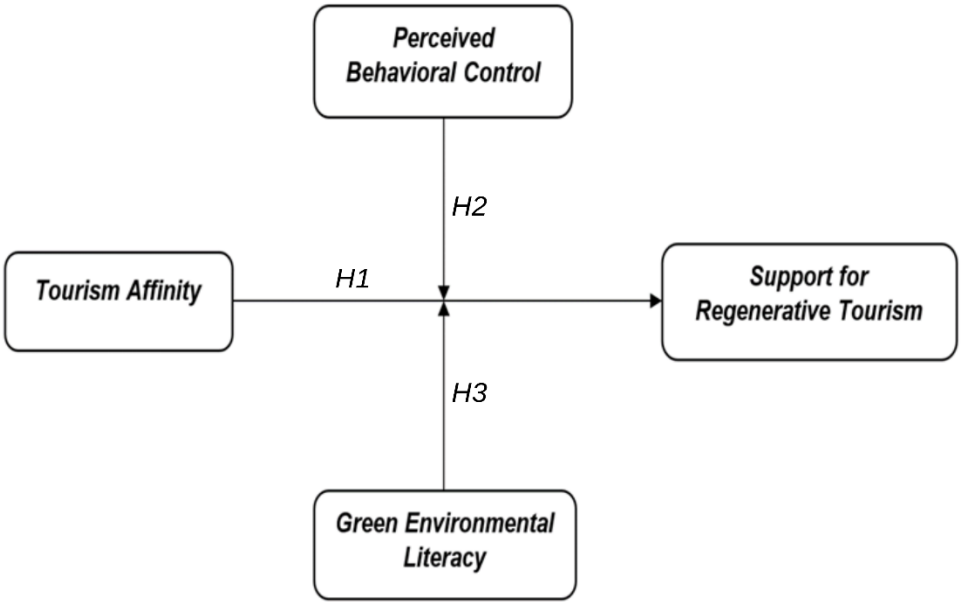


**Figure 1. Conceptual Framework for Support for Regenerative Tourism**

## 3. Research Method

### *3.1. Sampling and Procedure*

The current study examined the underlying impact of tourism affinity on the support for regenerative tourism and whether this relationship is significantly moderated through perceived behavioral control and green environmental literacy. A non-probabilistic procedure for sampling (in contrast to predetermined statistical probability) was deemed appropriate since it was closely aligned with the current study objectives, which included respondents' availability, subjective judgment, participants' motivation, and other non-statistical desired criteria. Respondents of the study were international expats (N=290) in the United Arab Emirates (UAE). Recent studies have argued that international expats are greatly informed and can better evaluate a touristic destination (where they have stayed longer) in contrast to a general tourist (who is most inclined toward short-term stay) (Taherdoost, 2016). Survey-based data on international expats were collected through standardized questionnaires, which were circulated through potential social media platforms (including Facebook groups and LinkedIn). A total number of 512 questionnaires were distributed; however, only 290 returned questionnaires were found to be fully complete and useful for the statistical analysis (Aktan et al., 2024). Overall, the survey response rate was 56.64 percent.

Several important considerations led to the decision to concentrate on expatriates, or "expats," in the United Arab Emirates. With more than 85% of its population being expatriates, the United Arab Emirates is a popular tourist destination worldwide. This particular group offers a chance to investigate regenerative tourism practices in a highly globalized setting. The success of sustainable and regenerative tourism projects depends heavily on the actions of expatriates, who frequently serve as both tourists and influencers of tourism trends. Additionally, expats are expected to be crucial in promoting and supporting the UAE's substantial investments in environmental sustainability, especially through programs like UAE Vision 2030 and other eco-tourism initiatives. The results may have wider ramifications for other areas with comparable expat-dominant populations, even though the UAE's significant presence and impact on tourism led to the selection of expats for this study. Similar difficulties in striking a balance between the expansion of tourism and environmental sustainability concern several Gulf Cooperation Council (GCC) nations as well as other economies driven by expatriates. As a result, even though this study focuses on the UAE, the knowledge gathered can offer helpful advice for comparable situations around the world, especially when there is a connection between the tourism sector and expat communities.

### *3.2 Measures*

The standardized-questionnaire included measures for tourism affinity (Josiassen et al., 2022), green environmental literacy (Veisi et al. (2019), perceived behavioral control (Lee & Lina Kim, 2018), and support for regenerative tourism (Paddison & Hall, 2024; Zaman, 2024) respectively, which were adapted from prominent studies. The seven-item scale for the support for regenerative tourism was adapted from Zaman et al. (2022). An eleven-item scale for tourism affinity (i.e., four-items measuring tourism sympathy, three-items measuring tourism administration, and four-items measuring tourism attachment) was adapted from the seminal research by Josiassen et al. (2022). Furthermore, perceived behavioral control was measured through a six-item scale (i.e., three-items measuring internal control and three-items measuring external control) which was adapted from the research by Lee and Lina Kim (2018). Finally, green environmental literacy was measured through a ten-item scale (including three-items measuring environmental knowledge, three-items measuring environmental attitude; three-items measuring environmental sensitivity; and one-item measuring environmental concern) which was adapted from Veisi et al. (2019). All adapted measures, including details of the scale items (coding and description) for each latent construct, have been presented as an appendix.

### *3.3 Data Analysis Technique*

The present study employed the structural equation modeling (SEM) technique through the partial least squares (PLS) (as known as variance-based) approach, which has been favored as a silver bullet for SEM (Hair, Ringle & Sarstedt, 2011) due to its well-established superior advantages (e.g., higher-predictive capabilities, especially in complex models and

exploratory research) over covariance-based structural equation modeling (CB-SEM) (Hair et al., 2021; 2019; Hair, Ringle & Sarstedt, 2011). CB-SEM seeks to replicate the data's covariance matrix and is perfect for verifying or disproving hypotheses, in contrast to partial least squares structural equation modeling (PLS-SEM), which concentrates on maximizing explained variance. The statistical software SmartPLS version. 3.3.5 was used for the two-stage PLS-SEM analysis (i.e., measurement model estimations and structural model estimations) for testing the research hypotheses and empirical validation of the conceptual model (Hair et al., 2021).

## 4. Results

### *4.1 Measurement Model*

The study results based on PLS-SEM estimations initially examined the reliability of the latent constructs using composite reliability (CR), whereas the recommended CR value should be greater than 0.70. PLS-SEM estimations verified that the CR values of all constructs (i.e., tourism affinity, perceived behavioral control, green environmental literacy and support for regenerative tourism) were higher than 0.70, which established the scale reliabilities. In addition, the scale reliabilities were also examined through Cronbach's alpha (CA), and the recommended value for CA should be greater than 0.70. PLS-SEM estimations verified that the CA values of all constructs (i.e., tourism affinity, perceived behavioral control, green environmental literacy and support for regenerative tourism) were higher than 0.70, which reconfirmed the scale reliabilities. Moreover, the content validity was also examined through the factor loadings (Hair et al., 2017). PLS-SEM estimations verified that factor loading values for all constructs (i.e., tourism affinity, perceived behavioral control, green environmental literacy and support for regenerative tourism) were greater than the recommended values (i.e., factor loadings > 0.40) and established content validity. Furthermore, convergent validity was also verified through the estimated values for average variance extracted (AVE), which are higher than the acceptable range (AVE > 0.50) established convergent validity for all constructs (i.e., tourism affinity, perceived behavioral control, green environmental literacy and support for regenerative tourism). Table 1 shows the PLS-SEM estimations for the scale reliabilities and convergent validities.

**Table 1: Convergent Validity**

| Constructs | Items | Loadings | Alpha | CR | AVE |
|---|---|---|---|---|---|
| Green Environmental Literacy (GEL) | GEL1 | 0.814 | 0.932 | 0.941 | 0.621 |
| | GEL2 | 0.832 | | | |
| | GEL3 | 0.834 | | | |
| | GEL4 | 0.830 | | | |
| | GEL5 | 0.840 | | | |
| | GEL6 | 0.831 | | | |
| | GEL7 | 0.848 | | | |
| | GEL8 | 0.845 | | | |
| | GEL9 | 0.561 | | | |
| | GEL10 | 0.569 | | | |
| Perceived Behavioral Control (PBC) | PBC1 | 0.908 | 0.945 | 0.954 | 0.777 |
| | PBC2 | 0.828 | | | |
| | PBC3 | 0.904 | | | |
| | PBC4 | 0.910 | | | |
| | PBC5 | 0.833 | | | |
| | PBC6 | 0.903 | | | |
| Support for Regenerative Tourism (SRT) | SRT1 | 0.599 | 0.887 | 0.912 | 0.599 |
| | SRT2 | 0.861 | | | |
| | SRT3 | 0.665 | | | |
| | SRT4 | 0.835 | | | |
| | SRT5 | 0.803 | | | |
| | SRT6 | 0.827 | | | |
| | SRT7 | 0.792 | | | |
| Tourism Affinity (TAF) | TAF1 | 0.744 | 0.909 | 0.921 | 0.515 |
| | TAF2 | 0.730 | | | |
| | TAF3 | 0.649 | | | |
| | TAF4 | 0.701 | | | |
| | TAF5 | 0.709 | | | |
| | TAF6 | 0.738 | | | |
| | TAF7 | 0.634 | | | |
| | TAF8 | 0.720 | | | |
| | TAF9 | 0.736 | | | |
| | TAF10 | 0.777 | | | |
| | TAF11 | 0.742 | | | |

Composite Reliability (CR); Average Variance Extracted (AVE)

In addition, the discriminant validity was also tested through PLS-SEM using three recommended criteria, including (1) Fornell Larker approach; (2) Cross-loadings assessment; and (3) Heterotrait-Monotrait ratio of correlations (HTMT) ratio. Based on Fornell Larker approach, the discriminant validity was adequately established for all constructs (TAF, PBS, GEL and SRT) as the diagonal values (i.e., square root of the average variance extracted) were higher than the estimated values in the corresponding rows and columns (i.e., correlation between construct and any other construct.) (see Table 2).

**Table2: Fornell Larker Criterion**

| | **GEL** | **PBC** | **SRT** | **TAF** |
|---|---|---|---|---|
| GEL | 0788 | | | |
| PBC | 0.508 | 0.882 | | |
| SRT | 0.513 | 0.420 | 0.774 | |
| TAF | 0.718 | 0.758 | 0.376 | 0.791 |

Notes: Tourism Affinity (TAF); Green Environmental Literacy (GEL); Perceived Behavioral Control (PBC); Support for Regenerative Tourism (SRT)

Secondly, cross-loadings were used to check the discriminant validity of all constructs (TAF, PBS, GEL and SRT). PLS-SEM estimations revealed higher loading for a particular item in its parent construct, in contrast to other constructs. Moreover, the difference in loading value was greater than the recommended range (i.e., loading value difference > 0.10) to establish that there was no threat to discriminant validity (see Table 3).

**Table 3: Cross Loadings**

| | GEL | PBC | SRT | TAF |
|---|---|---|---|---|
| GEL1 | **0.814** | 0.347 | 0.319 | -0.615 |
| GEL2 | **0.832** | 0.426 | 0.285 | -0.706 |
| GEL3 | **0.569** | 0.299 | 0.701 | -0.325 |
| GEL4 | **0.834** | 0.403 | 0.300 | -0.673 |
| GEL5 | **0.830** | 0.474 | 0.274 | -0.716 |
| GEL6 | **0.840** | 0.437 | 0.267 | -0.689 |
| GEL7 | **0.831** | 0.429 | 0.339 | -0.643 |
| GEL8 | **0.848** | 0.447 | 0.378 | -0.635 |
| GEL9 | **0.845** | 0.404 | 0.330 | -0.645 |
| GEL10 | **0.561** | 0.298 | 0.264 | -0.427 |
| PBC1 | 0.412 | **0.908** | 0.299 | -0.688 |
| PBC2 | 0.485 | **0.828** | 0.445 | -0.679 |
| PBC3 | 0.414 | **0.904** | 0.305 | -0.684 |
| PBC4 | 0.415 | **0.910** | 0.308 | -0.678 |
| PBC5 | 0.487 | **0.833** | 0.455 | -0.685 |
| PBC6 | 0.413 | **0.903** | 0.309 | -0.682 |
| SRT1 | 0.263 | 0.222 | **0.599** | -0.227 |
| SRT2 | 0.437 | 0.347 | **0.861** | -0.323 |
| SRT3 | 0.277 | 0.163 | **0.665** | -0.168 |
| SRT4 | 0.422 | 0.322 | **0.835** | -0.309 |
| SRT5 | 0.431 | 0.349 | **0.803** | -0.290 |
| SRT6 | 0.464 | 0.358 | **0.827** | -0.316 |
| SRT7 | 0.418 | 0.431 | **0.792** | -0.357 |
| TAF1 | -0.428 | -0.713 | -0.330 | 0.744 |
| TAF2 | -0.397 | -0.686 | -0.251 | **0.730** |
| TAF3 | -0.651 | -0.312 | -0.169 | **0.649** |
| TAF4 | -0.751 | -0.352 | -0.245 | **0.701** |
| TAF5 | -0.693 | -0.332 | -0.247 | **0.709** |
| TAF6 | -0.704 | -0.364 | -0.194 | **0.738** |
| TAF7 | -0.643 | -0.295 | -0.153 | **0.634** |
| TAF8 | -0.685 | -0.353 | -0.190 | **0.720** |
| TAF9 | -0.457 | -0.756 | -0.341 | **0.736** |
| TAF10 | -0.468 | -0.809 | -0.342 | **0.777** |
| TAF11 | -0.445 | -0.713 | -0.330 | **0.742** |

Notes: Tourism Affinity (TAF); Green Environmental Literacy (GEL); Perceived Behavioral Control (PBC); Support for Regenerative Tourism (SRT)

Finally, the HTMT ratio was also used to test the discriminant validity, and the standard criteria require that the HTMT ratio estimations should be lower than 0.90. PLS-SEM estimations

revealed that the HTMT ratio values were lower than 0.90 for all constructs (TAF, PBS, GEL and SRT); hence, the discriminant validity was adequately established (see Table 4).

**Table 4 Heterotrait Monotrait Ratio**

| | GEL | PBC | SRT | TAF |
|---|---|---|---|---|
| GEL | | | | |
| PBC | 0.523 | | | |
| SRT | 0.472 | 0.420 | | |
| TAF | 0.882 | 0.760 | 0.383 | |

Notes: Tourism Affinity (TAF); Green Environmental Literacy (GEL); Perceived Behavioral Control (PBC); Support for Regenerative Tourism (SRT)

*4.2 Structural Model*

The structural model assessment based on PLS-SEM estimations determined the nature and direction of all hypothesized relationships as well as the validation of the conceptual model (see Table 5). The PLS-SEM estimations for the direct path (i.e., hypothesized relationship between tourism affinity and support for regenerative tourism) established that tourism affinity has a significant and positive effect on the support for regenerative tourism; hence H1 was accepted (Yunpeng & Zaman, 2024). PLS-SEM estimation using the bootstrapping procedure (with 500-subsamples) verified significant value (Beta=0.454; t-value > 1.64; and p-value < 0.05) to accept the first hypothesis (Purwanto et al., 2021; Ringle, Da-Silva, & Bido, 2015). This implies that a one percent increase in TAF, will lead to 45.4 percent increase in SRT and vice versa. Table 5 shows the PLS-SEM estimations for the proposed hypotheses, including direct-path relationships and moderating (i.e., interaction) effects. The moderator alters the direction or intensity of the correlation between the result (dependent variable) and the independent (predictor) variable. The moderating variable essentially either increases, decreases, or reverses the effect of the independent variable on the dependent variable. The structural model estimations have been graphically represented in Figure 2.

**Table 5: Hypotheses Testing and Path Analysis**

| **Path Relationships** | **Beta** | **S.D.** | ***t-statistics*** | ***p-values*** |
|---|---|---|---|---|
| TAF -> SRT | 0.454 | 0.111 | 3.978 | 0.000 |
| GEL -> SRT | 0.625 | 0.088 | 7.003 | 0.000 |
| PBC -> SRT | 0.457 | 0.081 | 5.534 | 0.000 |
| TAF*GEL -> SRT | 0.183 | 0.069 | 2.533 | 0.004 |
| TAF*PBC -> SRT | 0.117 | 0.069 | 1.675 | 0.047 |

Notes: Tourism Affinity (TAF); Green Environmental Literacy (GEL); Perceived Behavioral Control (PBC); Support for Regenerative Tourism (SRT)

Furthermore, the coefficient of determination (represented by $R^2$ value), provides the primary assessment of the structural model. Table 6 reveals that tourism affinity, perceived psychological behavior, and green environmental literacy explain 34.2% of the variance in support for regenerative tourism (i.e., $R^2$=0.342). The PLS-SEM estimations for the coefficient of determination (i.e., $R^2$-value) indicate greater statistical power in parameter estimations (Hair et al., 2017). Furthermore, the PLS-SEM blindfolding technique was employed to confirm the model's predictive relevance. PLS-SEM estimation based on the Stone-value Geisser's value ($Q^2$=0.187) meets the recommended criteria (i.e., $Q^2 > 0$) for the predictive relevance of our structural model (Hair et al., 2017), (see Table 6). Moreover, the PLS-SEM estimations using the bootstrapping procedure (with 500-subsamples) also verified that perceived behavioral control significantly and positively moderated the relationship between tourism affinity and support for regenerative tourism; hence H2 was also accepted. In addition, PLS-SEM estimations also validated that green environmental literacy and positively moderated the relationship between tourism affinity and support for regenerative tourism; hence H3 was accepted. Table 6 shows PLS-SEM estimations for the direct effect of tourism affinity on the support for regenerative tourism, as well as the moderating effects of perceived behavioral control and green environmental literacy on this relationship. The structural model estimations for the moderating effects of perceived behavioral control and green environmental literacy have been graphically represented in Figure 3 and Figure 4, respectively.

**Table 6: Assessment of R-Square**

| | **R-Square** | **Q-Square** |
|---|---|---|
| Support for Regenerative Tourism | 0.342 | 0.187 |

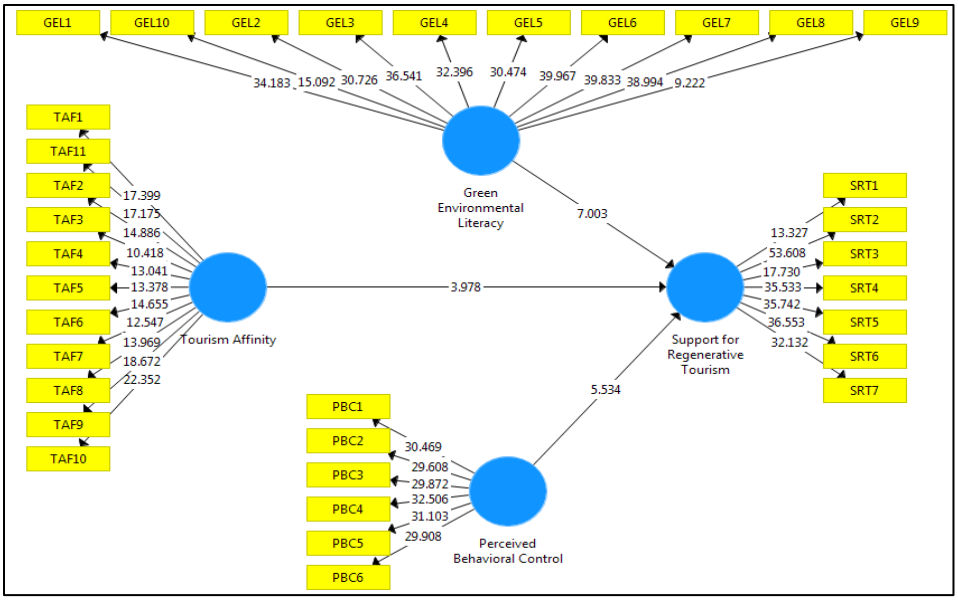


**Figure 2: Structural Model Estimations**

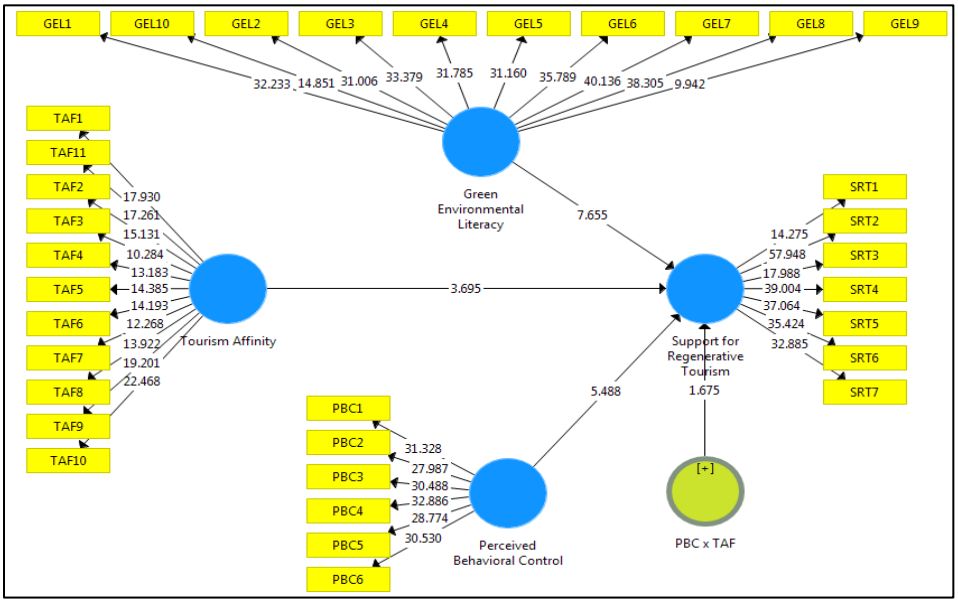


**Figure 3: Moderating Effects of Perceived Behavioral Control**

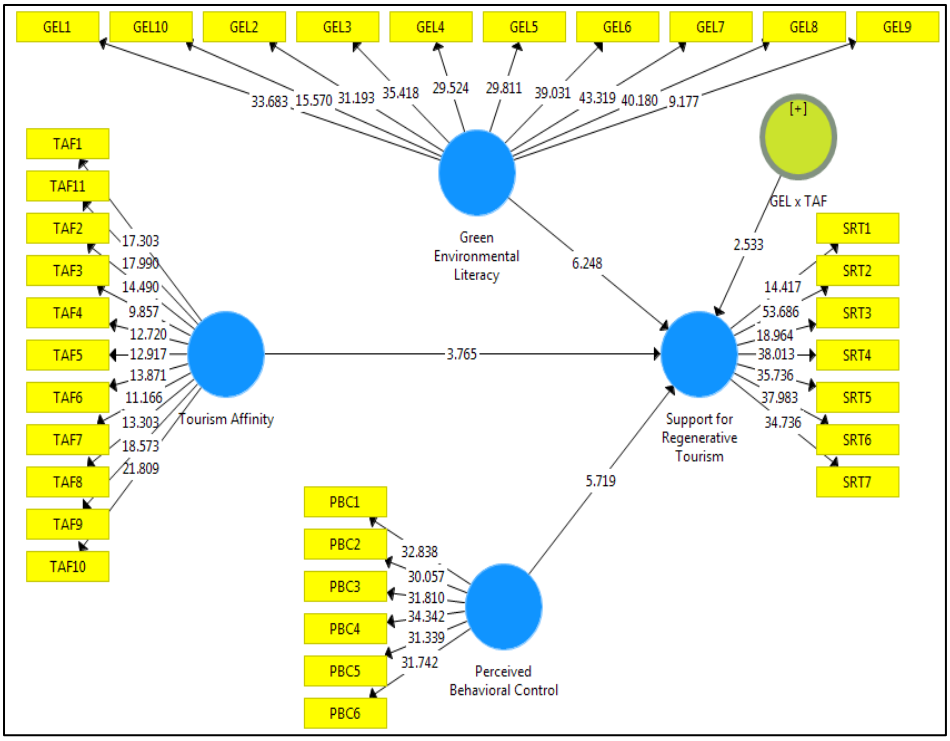


**Figure 4: Moderating Effects of Green Environmental Literacy**

## 5. Discussion

Regenerative tourism recognizes the host destinations and the environment (in which they exist) as living systems (Bellato et al., 2023; Zaman, 2024). Regenerative tourism encourages a holistic understanding of the interactions among tourism stakeholders across the entire value chain, as well as the consequential impact of these interactions on the tourism stakeholders and the entire ecosystem (Becken & Loehr, 2024; Zaman, 2024). Thus, regenerative tourism has recently gained global focus due to the visible shortcomings in responsible and sustainable tourism (Becken & Loehr, 2024). The present study examined the impact of tourism affinity, perceived behavioral control and green environmental literacy on the support for regenerative tourism, based on survey data of international expats (N=290) in UAE. The empirical findings validated that the support for regenerative tourism is significantly and positively influenced by tourism affinity. Various tourism destinations serve as touristic attractions (e.g., Seychelles Islands, Mount Cook, and Yosemite Valley) and places of recreation for visitors (e.g., Yellowstone National Park). Unfortunately, a growing number of tourism destinations are incapable of providing

a recreational atmosphere with visitor's health protection (e.g., worst air quality and pollution in Delhi, and Lahore).

Dominik and Koskowski (2018) highlighted the contribution of affinity toward culinary tourism (in Europe) and its regenerative impact on regional socio-economic development. The study posits that tourists have a special attachment and a feeling of sympathy (e.g., religious belief) towards specific destinations while visiting. Consequently, they are concerned about the condition of development (or destruction) at the tourism destination, and they strive to communicate and resolve major issues (e.g., environmental performance) faced by the destination. Hence, tourism affinity enhances the support for regenerative tourism. These findings are also closely aligned with the observations by O'Neill (2016), who highlighted that travelers and/or tourists have an admiration or a feeling of attachment for some specific tourism destination to their capacity and approach. The tourism authorities, in collaboration with local communities, can facilitate ecological improvements as a source of recreation for tourists at the host destinations. In this way, tourism affinity motivates people to encourage or support regenerative tourism. O'Neill (2016) also argued that culture-led urban regeneration could reconcile the needs of both locals and tourists. This indicates that tourism affinity based on an inclusive vision (e.g., civic life and environmental performance) can foster support for regenerative tourism. When tourism firms adopt business practices aimed at regenerative transformation, they can better safeguard the recreational activities and quality of the destinations to be visited. Thus, tourism affinity can lead to supporting regenerative tourism. The study findings are aligned with Duxbury et al. (2020), who argued that community-based regeneration strategies for creative tourism development could be accelerated through meaningful interactions between locals and tourists. The study findings are also supported by Sheller (2021), who indicated that touristic behaviors (e.g., greater energy consumption, and extensive air travel) could disrupt lives in lowest-income destinations that ultimately fails them to address climate crisis and decarbonization of tourism. Hence, tourism affinity toward ecologically friendly destinations paves the way to support regeneration tourism.

The present study findings also validated that perceived behavioral control significantly and positively moderates (i.e., strengthens) the relationship between tourism affinity and support for regenerative tourism. This finding aligns with the study by Huang et al. (2019), who argued that tourists' intention to revisit creative tourism destinations is significantly dependent on their perceived behavioral control. As and when tourists feel that they have the resources to turn their attitudes into behaviors and overcome obstacles in performing planned activities, they develop a desire to visit destinations suitable for tourism. Moreover, tourists' self-efficacy (through developmental or constructive works) can transform tourism destinations into places worth revisiting and enjoying. Hence, with perceived behavioral control, the impact of tourism affinity on the support for regenerative tourism can be amplified (Josiassen, Kock & Nørfelt, 2022; Zaman et al., 2022). This

finding also aligns with the reasoning by Hussain and Haley (2022), who also examined the factors affecting regenerative tourism. The study proclaims that when tourists have confidence in their abilities and resources while experiencing the ability to control their actions, they are most likely to embrace regenerative tourism. Hence, undertaking regenerative tourism commitment and engagement can be mobilized through tourism affinity. Lak et al. (2020) also emphasized that the regeneration of tourism destinations is dependent on the tourist interest in eco-friendly tourism services. Likewise, López-Mosquera (2016) also supported the idea that psychosocial and socio-economic factors (e.g., perceived behavioral control) can determine tourists' willingness to pay and revisit intentions. In this way, perceived behavioral control significantly strengthens the relationship between tourism affinity and support for regenerative tourism.

Finally, the present study findings also validated that green environmental literacy significantly and positively moderates (i.e., strengthens) the relationship between tourism affinity and support for regenerative tourism. The finding is also supported by Ramdas and Mohamed (2014), who argued that when tourism stakeholders (especially tourists and residents) have a greater awareness of environmental quality, environmental concerns, and the consequences of environmental issues (including causes and remedies), they can better mobilize efforts to preserve destination benefits for future generations. Hence, green environment literacy serves as a catalyst for engaging in regenerative tourism practices. An increase in green environmental literacy strengthens the impact of tourism affinity on the support for regenerative tourism (Josiassen, Kock & Nørfelt, 2022; Zaman et al., 2022). This empirical evidence also aligns with the suggestion by Fang et al. (2018), who highlighted the mismatch between climate risks and adaptive measures in regional tourism, which can be overcome through greater environmental literacy. Hence, green environmental literacy enables tourism authorities to revamp tourism policies toward regeneration. Lin et al. (2021) also emphasized that a higher level of environmental literacy can ignite public attention (e.g., residents and tourists) and desire to revisit cultural tourism destinations. Consequently, tourists who possess greater environmental literacy can better connect their tourism affinity to support regenerative tourism.

### *5.1 Theoretical and Practical Implications*

The present study offers theoretical as well as practical implications. Firstly, the present study makes significant theoretical contributions by bridging knowledge gaps (across tourism management and environmental science) and exploring the interrelationship between underlying theories (e.g., theory of planned behavior) and latent constructs (i.e., tourism affinity, perceived behavioral control, green environmental literacy, and support for regenerative tourism) through this cross-disciplinary research. Theory of planned behavior holds that attitudes, perceived behavioral control, and subjective norms all have an impact on an individual's behavior. The results of the study provide credence to this paradigm since support for regenerative tourism is strongly influenced by tourism affinity, which stands for the emotional attachment and good attitude towards a location. This is

consistent with the theory of planned behavior premise that behavioral intentions are driven by positive attitudes. Additionally, the study's moderating effect of perceived behavioral control (PBC), a fundamental component of the theory of planned behavior, strengthens the link between regenerative tourism support and tourism affinity. This supports the theory of planned behavior, which claims that people are more inclined to take action when they believe they have the means and skills necessary to carry out the behavior (Ajzen, 2020; Conner, 2020). The present study explored the potential impact of tourism affinity, perceived behavioral control, and green environmental literacy on the support for regenerative tourism, which has rarely been examined in prior research (Lak et al., 2020; Schirru, 2018). Hence, the present study overcomes this critical knowledge gap by providing empirical evidence on the impact of tourism affinity, perceived behavioral control, and green environmental literacy on the support for regenerative tourism. The current study findings provide novel insights and interesting evidence for the support for regenerative tourism based on behavioral predictions through underlying theories (e.g., theory of planned behavior) (Soliman, 2019). Moreover, the present study also examined the interaction effects of two potential moderators (i.e., perceived behavioral control and green environmental literacy), that significantly alter the relationship between tourism affinity and the support for regenerative tourism (Bellato et al., 2022; Holden et al., 2022; Saleem et al., 2020; Soliman, 2019; Fotiadis et al., 2021; Mura & Wijesinghe, 2021).

The present study also has great significance in fostering regenerative development at host destinations whose economy is heavily dependent on tourism revenues (e.g., Maldives and Bahamas). The present study focuses on regenerative tourism that primarily aims to rejuvenate tourism destinations by building back better. Hence, the present study provides strategic guidance to regulators and policymakers in better understanding the virtuous cycle of regenerative tourism and encourages economic model transformation that allows destinations to improve. Moreover, tourism practitioners and policymakers may also consider closely aligning environmental goals with the development of tourism destinations through regeneration. Collaborative efforts and shared responsibility of key stakeholders in the global tourism value chain (e.g., travelers, employees, businesses, and host communities) can enable the destination to heal and develop through regeneration. As tourism affinity significantly affects regenerative tourism development (through destination choices, willingness to visit, positive word of mouth, and closer social interaction with locals), tourism marketers can better develop and promote regenerative tourism offerings based on the tourist’s deep-rooted destination affinity level. Likewise, a high level of tourist affinity toward regenerative tourism can enable one destination to be highly attractive than others. Moreover, green environmental literacy can be very useful in raising adequate support for regenerative tourism (e.g., boosting tourists’ willingness to pay extra and/or participate in regenerative activities while ensuring environmental conservation and health). Lastly, the psychological drivers of regenerative tourism (e.g.,

perceived behavioral control while making destination choices) can serve as a catalyst to further strengthen the impact of tourism affinity on the support for regenerative tourism.

### *5.2 Limitations and Future Research*

The present study makes a novel contribution to the mainstream literature on regenerative tourism, tourism affinity, perceived behavioral control, and green environmental literacy. Regardless of the unique contributions, the present research is also exposed to certain limitations that could be overcome in future studies. Firstly, the present study examined only three potential predictors of the support of regenerative tourism (i.e., tourism affinity, perceived behavioral control, and green environmental literacy), while the moderating effects of perceived behavioral control, and green environmental literacy were examined on the relationship between tourism affinity and the support of regenerative tourism. However, the support for regenerative tourism implementation also depends on tourism policies, tourism receipts, green finance, and environmental regulations. Hence, the scope of the present research was restricted to only a limited number of factors (i.e., tourism affinity, perceived behavioral control, and green environmental literacy) that may not holistically comprehend and analyze support for regenerative tourism. It is therefore recommended that future research studies may consider additional factors (e.g., environmental activism and ecological intelligence) that can also mobilize support for regenerative tourism. Moreover, the relationship between tourism affinity and the support of regenerative tourism was explored with the interaction effects of two moderators (i.e., perceived behavioral control and environmental literacy). Future research on regenerative tourism may also explore a mediated-moderation or moderated-mediation mechanism for PLS-SEM that involves factors that divulge into the direct and indirect association between tourism affinity and the support of regenerative tourism. Lastly, the present study's findings on the underlying relationships between tourism affinities, perceived behavioral control, environmental literacy, and regenerative tourism support are based on survey-data of international expats residing in UAE. In future studies, researchers may also investigate regenerative tourism support through perceptions of foreign tourists in a multi-cultural and cross-country context.

### *5.3 Conclusion*

Globally, the tourism industry imposes major environmental and social impacts (e.g., global warming, greenhouse gas emissions, depletion of natural resources, pollution, overconsumption and waste production) (Bellato, Frantzeskaki & Nygaard, 2022; Cave & Dredge, 2020). However, the regenerative modes of development at tourism destinations (including their economic, social, cultural and ecological impact) have been rarely examined. Regenerative tourism aims to move beyond responsible and sustainable tourism; however, there has been limited empirical research on the predictors of support for regenerative tourism (Zaman et al., 2022). The present study aimed to examine the influence of tourism affinity on the support for regenerative tourism, and whether perceived behavioral control and green environmental literacy moderate this relationship. The current

study findings established that regenerative tourism support is significantly and positive influenced by tourism affinity (Josiassen, Kock & Nørfelt, 2022; Paddison & Hall, 2024). Whenever the tourists have the perception that they can afford the resources and remove the barriers to environmental conservation and environmental health, they are inclined to adopt practices in support of regenerative tourism (Ardoin, Bowers & Wheaton, 2023; Zaman et al., 2022). Similarly, the feeling of tourism affinity can also trigger environmental performance at host destinations, and progressively support regenerative tourism (Ardoin, Bowers & Wheaton, 2023; Josiassen, Kock & Nørfelt, 2022; Zaman et al., 2022). The study findings also highlighted that the relationship between tourism affinity and support for regenerative tourism could be further strengthened through the positive moderating effects of perceived behavioral control and green environmental literacy, respectively (Akter & Hasan, 2022; Ardoin, Bowers & Wheaton, 2023; Josiassen, Kock & Nørfelt, 2022; Zaman et al., 2022). Hence, the present study findings provide pioneering evidence on regenerative tourism (Zaman et al., 2022), based on propensities of tourism affinity, perceived behavioral control, and green environmental literacy (Akter & Hasan, 2022; Ardoin, Bowers & Wheaton, 2023; Josiassen, Kock & Nørfelt, 2022). Lastly, the novel findings of the present study, set future research direction in better understanding the nexus between environmental action (e.g., environmental activism and ecological intelligence) that can ultimately support destinations to build back better through regenerative tourism (Ardoin, Bowers & Wheaton, 2023; Zaman et al., 2022).

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## Appendix

**Table 1: Measurement Items of Adapted Scales**

| Items | Statements | Adapted Sources |
|---|---|---|
| | ***Support for Regenerative Tourism*** | |
| SRT1 | "As a tourist, I would like to support the social, economic and environmental conditions at the tourism destinations." | *(Zaman et al., 2022)* |
| SRT2 | "As a tourist, I would like to support the natural and cultural environment at the tourism destinations." | |
| SRT3 | "As a tourist, I would like to support in enriching the local communities at the tourism destinations." | |
| SRT4 | "As a tourist, I would like to support in enhancing the quality of life for local people and communities at the tourism destinations." | |
| SRT5 | "As a tourist, I would like to support activities that help in reversing the climate change at the tourism destinations." | |
| SRT6 | "As a tourist, I would like to support in making the tourism destinations a better place for both current and future generations." | |
| SRT7 | "As a tourist, I would like to support the tourism destinations by leaving the place "better" than it was before." | |
| | ***Tourism Affinity*** | |
| TAF1 | Sympathy 1. Like | (Josiassen et al., 2022) |
| TAF2 | 2. Fondness | |
| TAF3 | 3. Friendliness | |
| TAF4 | 4. Kindness | |
| TAF5 | Admiration 1. Captivation | |
| TAF6 | 2. Fascination | |
| TAF7 | 3. Awe | |
| TAF8 | Attachment 1. Connected | |
| TAF9 | 2. Close | |
| TAF10 | 3. Committed | |
| TAF11 | 4. Share | |

| | | |
|---|---|---|
| ***Perceived Behavioral Control*** | | |
| PBC1 | "Time would not hinder me from participating in regenerative tourism." | (Lee & Lina Kim, 2018) |
| PBC2 | "Language would not hinder me from participating in regenerative tourism." | |
| PBC3 | "Budget would not hinder me from participating in regenerative tourism." | |
| PBC4 | "Lack of proper information would not hinder me from participating in regenerative tourism." | |
| PBC5 | "Personal health would not hinder me from participating in regenerative tourism." | |
| PBC6 | "Lack of security would not hinder me from participating in regenerative tourism." | |
| ***Green Environmental Literacy*** | | |
| GEL1 | "The main cause of air pollution and global warming is the burning of fossil fuels for energy." | (Veisi et al., 2019) |
| GEL2 | "The main cause of the extinction of plant and animal species is human-caused habitat destruction." | |
| GEL3 | "Environmental problems are caused by overpopulation." | |
| GEL4 | "We are approaching the limit of the number of people the Earth can support." | |
| GEL5 | "Humans are seriously abusing the environment." | |
| GEL6 | "When humans interfere with nature, it often produces disastrous consequences." | |
| GEL7 | "To promote environmental conservation and improve environmental health, I perform my everyday activities in an environmentally friendly manner." | |
| GEL8 | "I feel personally responsible for helping to solve environmental problems (e.g., waste disposal, water pollution and air pollution)." | |
| GEL9 | "Green purchasing is the most effective way to reduce and minimize the adverse impact on human health and the environment" | |
| GEL 10 | "Humans should be highly concerned about environmental issues (e.g., global warming, climate change, deforestation, ozone depletion, air pollution and dust)." | |