

Environmentally Responsible Behaviour in Ecotourism: Evidence from Eco Tourists in Sri Lanka

R.A.A.K Ranaweera

Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka

Eco tourism is also one of the fastest growing segments among the tourists in the world. This study presents the empirical findings of a quantitative study which looks at environmentally responsible behaviour of tourists engaged in ecotourism in Sri Lanka. Based on the past researchers, this study carried out through behavioural model in which perceived value, satisfaction and activity involvement with respect to the environmentally responsible behaviour. The objectives of the research are to identify the profile of eco tourist in Sri Lanka, to identify the relationship of perceived value, satisfaction and activity involvement with respect to the environmentally responsible behaviour, to identify the effect of perceived value, satisfaction and activity involvement with respect to the environmentally responsible behaviour. Research data mainly depend on the primary data collected from 100 eco-tourists in Ella and Horton plains eco-tourism destinations. Judgemental sampling technique addressed for the study and data collected through structured questionnaire. In order to achieve the objectives of this research, the researcher conducted descriptive analysis, Pearson correlation analysis, and multiple regression analysis. The results show that environmentally responsible behaviour show during and after the delivery of the travel experience. According to the research perceived value, satisfaction and activity involvement can promote environmentally responsible behaviour of tourists. While perceived value directly affects environmentally responsible behaviour, satisfaction & activity involvement can additionally enhance the environmentally responsible behaviour. Finally, based on the determinants, researcher discussed responsibilities of the tourism service providers & other responsible parties to increase the quality of the experience of eco travellers.

Keywords: Eco-Tourism, Perceived value, Activity involvement, Satisfaction, Environmentally responsible behaviour