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THE INFLUENCE OF MOTIVATORS ON RESPONSIBLE CONSUMPTION IN TOURISM

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Abstract: Responsible consumption in tourism is a crucial prerequisite for its sustainable development. Tourists' attitudes are an essential topic in the issue of waste generation and management in both academic and practical environments. Raising awareness of waste issues, education, media influence, and influencers' support can positively or negatively shape tourists' attitudes toward environmentally conscious behavior. The paper examines the attitudes of Slovak tourism consumers toward sustainable consumption and waste generation. The study objective is to evaluate the effectiveness of motivators for responsible consumption in Slovakia's tourism industry. Four motivators and two attitudes that determine responsible consumption in tourism were determined. The results are based on data from primary research through a questionnaire conducted on a sample of 284 respondents. The intensity of perception of individual motivators was monitored through a 5-point Likert scale. The study defines one research question and four hypotheses. Spearman's correlation coefficient and logistic regression were used to verify the relationship between the selected motivators and consumers' attitudes. The results confirm that the motivators "Family" and "Media", by providing information about waste and its effects on tourism destinations, are strong motivators for responsible consumption in tourism. "Education" and "Influencer" are less effective motivators. Based on this, the contribution presents possible measures to strengthen the education of consumers in the tourism industry on responsible consumption in waste generation.

Keywords: responsible consumption in tourism; motivators and attitudes of tourists; waste generation; Slovakia

1. Introduction

The growing demand for travel and its geographical expansion put pressure on tourism destinations' natural and social environment. Tourism has become a global industry that significantly burdens the environment. The number of tourists and their consumption is increasing. Therefore, it is essential to investigate what motivates them to make decisions in consumer behavior. The boom in tourism has adverse effects on waste generation, while

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“hospitality waste is becoming a major sustainability challenge for a destination” (Diaz-Farina et al., 2023, p. 1). COVID-19 in 2020 brought a drop in foreign arrivals by 73% and in income by 63% (UNWTO, 2022). Changing conditions and the experience of immediate threats to health and life during the COVID-19 pandemic strengthened the transformation toward responsible consumption in the tourism industry (Streimikiene et al., 2021).

Tourism is recovering after the pandemic, people are once again fulfilling their travel ambitions, and we are once again facing challenges related to the impacts of tourism on ecosystems. Tourism activities annually produce 1.3 billion tons of waste worldwide, representing 4–8% of global waste (McDowall, 2023). UN Tourism initiates a change in megatrends on both the supply and demand sides toward introducing a sustainable circular economy in the tourism industry. It supports more sustainable tourism development through the UNWTO One Planet Vision (Einarsson & Sorin, 2020). In 2023, the total number of international tourist arrivals was 1.29 million (UNWTO, 2024a), the total revenue from international tourism was \$1.4 trillion, and the total export revenue generated by tourism was \$1.6 trillion (UNWTO, 2024b).

Knowledge about the growing ambitions of tourists to behave ecologically is a clear starting point for considerations about the sustainable development of tourism. According to Booking.com (2022), up to 71% of tourists declared that they want to make more efforts in favor of sustainable travel in 2023, and 46% of tourists preferred accommodation in sustainable accommodation to reduce their impact on the environment, have experience with the local offer, and support the social favorable effects of sustainable accommodation services. Tourists planned to use sustainable facilities during their vacation in 2023, in the share of 71%.

Responsible consumption is one of the prerequisites for satisfying the demand for tourism services in a sustainable way. A tourist is in the position of a prosumer. Their consumer behavior is influenced by the pro-ecological design of tourism services. With such an attitude, they know how to define the expectations determining the offer. Consumers represent a significant element of sustainable tourism practices. Several studies are based on the theory of planned behavior (Abd Hamid et al., 2015; Hsu & Huang, 2012; Quintal et al., 2010; Ulker-Demirel & Ciftci, 2020; Wang & Ritchie, 2012) and the theory of consumption value (Abdullah et al., 2019; Gallarza & Gil Saura, 2020; Phau et al., 2014; Woodside & Dubelaar, 2002). The studies present results on the effects of various aspects on the environmental behavior of consumers in the tourism industry. Studies are often focused on circular economy models as an essential platform for sustainable development (Arranz & Arroyabe, 2023; Fernandes Costa et al., 2020; Manniche et al., 2021; Sørensen & Bærenholdt, 2020). Responsible consumption is essential for a functional circular economy model in tourism (Camilleri, 2021).

The paper is based on the knowledge of several authors who deal with the attitudes and motives of tourists in their consumer behavior (Chandrasekar & Raj, 2013; Cincera & Krajhanzl, 2013; Halder et al., 2020; Han, 2021; Liu et al., 2022; Mässe et al., 2014; Mondal & Samaddar, 2021; Nekmahmud et al., 2022; Patwary, 2023; Rafiq et al., 2022; Sharpley, 2006; Ulusoy, 2016; Wang et al., 2023; Zafar et al., 2020). They define the relevant motivators of responsible consumption in tourism. However, studies with this focus are lacking in Slovakia. The results presented in this article bring new knowledge about the attitudes and motivators of responsible consumption in tourism in Slovakia.

The paper examines how consumers in Slovakia perceive their role in responsible consumption in tourism and identifies their attitudes. The research objective is to evaluate consumers' attitudes toward responsible behavior in the field of waste generation in the tourism

industry in connection with their motivation for responsible consumption. The paper evaluates the effectiveness of motivators for responsible consumption in Slovakia's tourism industry.

2. Literature review

The burden on the living and social environment of tourism destinations is a problem conditioned by the availability of travel and growing travel preferences in consumption. The adverse impacts of tourism on the environment can be reduced on the supply side by environmental optimization and on the demand side by stimulating responsible consumption. Arranz and Arroyabe (2023) deal with circular economy business models and the influence of circular economy institutional policy on their creation. At the same time, they recognize the apparent importance of a consumer policy oriented toward the consumption of circular economy products for the development and implementation of circular economy business models in companies. Thus, the intentions of the circular economy are followed not only by the policy aimed at producing products with a low waste footprint but also by the consumption policy oriented toward the consumption of circular economy products. Responsible consumption in tourism, its initiation, and management is a crucial platform for sustainable tourism growth. It is a prerequisite for eliminating negative consequences on nature associated with travel. Therefore, it must become part of sustainable waste management models in businesses and tourism destinations.

Environmentally sustainable consumer behavior in tourism is the subject of several studies (Halder et al., 2020; Han, 2021; Liu et al., 2022; Nekmahmud et al., 2022; Patwary, 2023; Rafiq et al., 2022; Wang et al., 2023). Han (2021) recognizes the role of environmental psychology in conceptualizing environmentally sustainable behavior in tourism. The author presents drivers of environmentally sustainable consumer behavior: "green image, pro-environmental behavior in everyday life, environmental knowledge, green product attachment, descriptive social norm, anticipated pride and guilt, environmental corporate social responsibility, perceived effectiveness, connectedness to nature, and green value" (Han, 2021, p. 1028). Patwary (2023) builds his model of environmentally responsible behavior on the theory of planned behavior and recognizes that consumers' positive experiences with eco-tourism positively influence environmental behavior in tourism.

In addition, Wang et al. (2023) draw attention to the application of the value-belief-norm theory in the conditions of consumer behavior of young people of Generation Z to find out whether environmental awareness affects environmentally sustainable behavior in the tourism industry. This aspect was positive, and the authors confirmed a positive relationship between environmental awareness and sustainable behavior in tourism. Another study based on this theory discusses the impact of environmental concerns and respect for environmental development on responsible behavior in tourism (Xiong et al., 2023). Dissemination of knowledge about the environmental aspects of tourism is, therefore, a significant phenomenon for the management of consumer behavior in favor of the sustainable development of tourism and has an impact on green trust as well. Green trust is an essential component in the sustainable consumer behavior of tourists (Nekmahmud et al., 2022). It expresses the propensity of consumers to buy and prefer ecological products.

Consumer behavior in the tourism industry is changing, and tourists are aware of the impact of travel on the environment. Therefore, as the range of products is also changing toward greening, a study by Nekmahmud et al. (2022) combines the theory of planned

behavior with the theory of consumption value. The results show that European tourists do not trust ecological products; thus, using procedures to increase consumers' green trust is an essential prerequisite for greening tourism.

The waste behavior of tourism consumers is an essential part of environmentally responsible behavior. Consumers directly impact the structure and volume of waste, especially in its creation and separation phases. By their behavior, they condition favorable ecological procedures in the waste management of tourism entities and destinations. With their expectations, attitudes, and values, they can influence the approaches of producers of tourism services in waste policy. As examples of the interconnectedness of responsible consumer behavior and business and institutional initiatives, Ivory Coast's floating island resort can be stated – L'île Flottante, which addresses the irresponsible consumption of plastics (Ahmed et al., 2022) or the Green Kayak initiative, that "engages volunteers in the fight against environmental pollution while kayaking" (Wood, 2019, p. 1). The specifics of the destination influence the approach to waste management in tourism and require local measures (Ezeah et al., 2015).

Manifestations of consumption are conditioned by rationality and emotions. The rational basis of responsible consumption is built on knowledge and education. The emotional basis of responsible consumption is built on the consumer's feelings and psychological-personality constitution. The study by Ulusoy (2016) recognizes the role of several factors that influence the transformation of the conditionality of responsible consumption from rational to emotional. It focuses primarily on the influence of the community on the responsible behavior of young people during holidays.

Bartošová and Musová (2022) point out that although consumers are aware of the importance of sustainable consumption, they do not always consider this attitude in their consumer behavior. Attitudes can be regarded as relatively permanent psychological systems expressing a person's relationship to the world. Attitudes result from emotional reactions; feelings refer to persons, objects, problems, or situations (McLeod, 2023). During their life, a person creates several attitudes into which motivators such as family, school, media, or personalities enter. Motivators can positively or negatively affect a given consumer's attitude, which can be reflected in the resulting activity.

Motivations for tourists to participate in responsible consumption are discussed in a study that identifies experience as an essential motivator (Sharpley, 2006). It is thus possible to assume that lived or mediated experiences of eco-tourism products can be effective motivators for responsible consumption. Also, knowledge from advanced learning is an important motivating factor for responsible consumption (Zolfagharian & Pentina, 2011).

The result of research by Mondal and Samaddar (2021) also supports the role of tourists' awareness for sustainable tourism development. Family, education, media, and influencers, as sources of knowledge and experience, can play an essential role in the transformation to responsible consumption.

According to Chandrasekar and Raj (2013), the family is a strong influencer because the family members significantly influence the consumer's behavior. Other studies also support this argument. For example, Jones and Magee (2014) draw attention to the importance of the family as a motivator that positively or negatively influences consumer behavior from an early age. The authors found that the influence of the behavior and attitude of the family positively or negatively affect a person's behavior. A family member listens to opinions, observes behavior, and adopts the habits of the people who make up their environment. It is

a pattern of behavior that a family member adopts and based on which they create their attitude. Goldman et al. (2012) also support similar findings.

Cincera and Krajhanzl (2013) mention the importance of education and its influence on ecological behavior. The authors point out that ecological education can create responsibility for energy consumption, water usage, and ecologically responsible behavior from an early age. Zafar et al. (2020) believe that education can contribute to reducing the quality of the environment. Måsse et al. (2014) also emphasize the critical role of schools and education. Proper consumer education can contribute to the minimization of non-ecological behavior and environmental pollution.

Digitization is another critical influencer. The digital age determined the role of electronic word-of-mouth in creating responsible consumption (Erawan & Krairit, 2020). This phenomenon enables the dissemination of knowledge and experience within tourism consumption. Social media logically support electronic word-of-mouth and thus can positively influence responsible consumption (Sarkar et al., 2023). Consumers are interested in sharing their experiences of responsible behavior on social networks for self-improvement, self-realization, and expanding socialization (Aguirre et al., 2023).

Ziyadin et al. (2019) found that regular information reminders through television commercials produce successful results, but radio commercials have little, if any, effect. However, regarding influencers, the findings could be more positive. Govindan and Alotaibi (2021) found that consumers may view influencers as untrustworthy sources. After all, consumers do not believe in the promotion of products by influencers and, for this reason, prefer to wait to buy the product or think about it for a long time.

In contrast, Pick (2021) found that influencers can positively affect consumer behavior, providing persuasive information and increasing the perception associated with the influencers themselves. Even a service provider can actively strengthen the motivators of responsible consumption through innovation, design change, and the environmental identity of a consumer (Kumar & Dholakia, 2022).

The theoretical gap in the literature review inspires this study, which builds upon previous findings. The study reflects the opportunity to examine the issue and extend it to Slovak tourism consumers. Based on this intention, the research question "Do motivators affect the responsible behavior of tourists?" was formulated.

3. Research object and methods

3.1. Research object

The research object is responsible behavior in the field of waste generation in tourism, in connection with their motivation for responsible consumption. The research sample comprised 284 respondents living in Slovakia. The respondents were residents and tourists themselves. The data were collected through primary research based on a questionnaire launched in April and May 2023. The questionnaire was distributed online through tourist information centers in Slovakia and distribution channels such as MS Teams, email, and social networks. The questionnaire contained questions related to attitudes expressing responsible behavior leading to waste minimization implemented in tourism and questions related to the selected motivators that can influence this behavior. The questionnaire was divided into several sections, whereby the consumers could express their agreement/disagreement with the given attitude and motivator through a 5-point Likert scale.

3.2. Research methods

Before formulating hypotheses, motivators, and attitudes, the literature was studied, and scientific contributions were made in detail, which helped us understand the issue better. A research question was formulated: “Do motivators affect the responsible behavior of tourists?” which was verified using four hypotheses. Two attitudes which represent consumer behavior were formulated:

- “As a tourist, I am co-responsible for the visited destination's environment” (from now on referred to as Attitude 1 in the text);
- “The pollution level of the destination is an important criterion in my choice of vacation” (from now on referred to as Attitude 2 in the text).

Attitude 1 is the primary and essential attitude where the dependencies between motivators were examined. Attitude 2 was considered as a secondary attitude that supplements our knowledge. Both attitudes point to thinking about being responsible for the quality of the environment, while attitude 1 points to the joint responsibility for environmental quality in the visited destination. Attitude 2 refers to the consumer's criteria before purchasing the holiday/trip. In the first attitude, the consumer agrees or disagrees that he/she can be jointly responsible for the environment. They admit or deny that their activities can create waste and thus complicate biodiversity pollution in the visited country. Attitude 2 points to the opposite situation, where the consumer can decide whether he/she considers the given destination relatively clean or polluted enough not to visit it. The dependent variables represent attitudes 1 and 2, while the independent variables represent selected motivators.

Table 1. Motivators

Motivator	What does motivator include	Authors who have dealt with similar studies
Family	Education and manners in the family	Chandrasekar & Raj, 2013; Goldman et al., 2012; Jones & Magee, 2014
Education	Education and manners at school	Cincera & Krajhanzl, 2013; Måsse et al., 2014; Zafar et al., 2020
Media	Media information through TV, social media, radio, print magazines/news	Erawan & Krairit, 2020; Sarkar et al., 2023; Ziyadin et al., 2019
Influencer	The behavior of opinion-forming personalities—politics, athletes, celebrities, influencers	Aguirre et al., 2023; Govindan & Alotaibi, 2021; Pick, 2021

Based on the study of literature and scientific contributions, four key motivators were chosen, such as family, education, media, and influencers, that may or may not influence consumers' attitudes. The authors' findings shown in Table 1 helped to formulate the four hypotheses that reflect the relationship between motivators and attitudes.

Hypothesis 1

H_{1null} There is no relationship between the motivator “Family” and attitudes 1 and 2.

H_1 There is a relationship between the motivator “Family” and attitudes 1 and 2.

Hypothesis 2

H_{2null} There is no relationship between the motivator “Education” and attitudes 1 and 2.

H_2 There is a relationship between the motivator “education” and attitudes 1 and 2.

Hypothesis 3

H_{3null} There is no relationship between the motivator “Media” and attitudes 1 and 2.

H_3 There is a relationship between the motivator “Media” and attitudes 1 and 2.

Hypothesis 4

H_{4null} There is no relationship between motivator “Influencer” and attitude 1 and 2.

H_4 There is a relationship between the motivator “Influencer” and attitudes 1 and 2.

The results of the two attitudes were calculated using the average of the answers obtained from the respondents to determine whether they agreed or disagreed with the attitude. Table 2 presents the interpretation and interval calculated from the Likert scale, based on which conclusions were made.

Table 2. Interpretation of Likert scale and interval

Scale	Interpretation	Interval
1	Strongly disagree	1.00–1.80
2	Disagree	1.81–2.60
3	Neutral/undecided	2.61–3.40
4	Agree	3.41–4.20
5	Strongly agree	4.21–5.00

Results were calculated using logistic regression and Spearman's correlation coefficient (r_s). R program software (version 4.3.0) and Microsoft Excel software program (version 2308) were used for the calculation. The chosen methods helped us identify the dependence between consumers' attitudes and the motivator. In the course of our computations, the relationship between the independent and dependent variables was observed. For this calculation, Spearman's correlation coefficient was used, which measured the strength and direction of the association between the two evaluated variables. D_i is the difference between individual pairs of observations, and n expresses the number of pairs of observations. The following formula expresses this relationship.

$$r_s = 1 - \frac{6 \sum_{i=1}^n D_i^2}{n(n^2 - 1)} \quad (1)$$

Values of the coefficient can range from -1 to 1 , indicating whether it is a positive or negative monotonic relationship. Values close to ± 1 represent a stronger relationship, the so-called greater monotonic dependence between variable X and Y , than values close to 0 . If $r_s > 0$, there is a monotonic direct dependence. If $r_s < 0$, there is a monotonic indirect dependence, while if $r_s = 0$, there is no monotonic relationship between the variables X and Y (Lyócsa et al., 2013).

In the next step, logistic regression was used to calculate the results only for attitude 1. The results for attitude 2 could not be verified using logistic regression. The results proved to be statistically insignificant. Logistic regression helped us determine the influence of the selected motivators on the attitude. Logistic regression uses probability theory in which only two values can be predicted (0 or 1): the greater/lesser probability that an event coded as “1” will occur compared to an event coded as “0”.

$$\text{logit} (P(Y = 1 | x_1, \dots, x_k)) = \beta_0 + \beta_1 x_1 + \dots + \beta_n x_n \quad (2)$$

The following formula expresses this relationship: $P(Y = 1|x)$ is the probability that the target variable y acquires the value 1 for the given input variable x . β_0 is the intercept, $\beta_1, \beta_2, \dots, \beta_n$ are the regression coefficients for individual input variables x_1, x_2, \dots, x_n (UCLA, 2021). This regression was used to calculate results for attitude 1.

4. Results

After evaluating the 5-point Likert scale results regarding the respondents' agreement or disagreement with the given attitude, attitude 1 reached an average value of 3.89. It means that most respondents agree with it. Attitude 2 reached an interval value of 3.78. The value is weaker than the value in attitude 1. However, a large number of respondents agree with the attitude 1. Most of the participating respondents have a positive attitude toward the responsibility for the cleanliness of the environment. "Family", "Education", "Media", or "Influencers" can influence these opinions. In the next part of the contribution, the causal relationship between the selected motivators and attitudes will be identified.

4.1. Association between the selected motivators and attitude 1

The conclusion was reached based on Spearman's correlation coefficient results by examining primary and secondary attitudes. There is a correlation between the examined motivators and attitude 1. There is a low but positive correlation between the variables. The results are statistically significant at a 5% significance level. A low positive correlation exists between the motivator "Family" and attitude 1 with $r_s = 0.26$. The motivator positively affects the behavior of tourists, but the magnitude of its influence is relatively small. The result was that the motivator "Education" was reached. Between this motivator and attitude 1, there is also a low positive correlation at a similar value of $r_s = 0.25$. The strongest association was reached in the motivator "Media" with $r_s = 0.34$

Table 3. Association between the selected motivators and attitude

Motivator	r_s	p -value
Family	.26	.00
Education	.25	.00
Media	.34	.00
Influencer	.15	.01

Note. $p < .05$.

In contrast, the lowest association was reached in the motivator "Influencer" with $r_s = 0.15$. Interestingly, the media reached the highest values, but the impact is fragile when considering opinion-forming personalities such as politicians, athletes, actors, influencers, or other famous personalities. The results are shown in Table 3.

4.2. Association between the selected motivators and attitude 2

Based on Spearman's correlation coefficient, the results are slightly different in examining the association of the chosen motivators and attitude 2. The results are shown in Table 4.

There is a low but positive correlation between the variables. The results are statistically significant at a 5% significance level, except for the motivator "Influencer"; the result is statistically insignificant. Statistically insignificant values could be due to negative perceptions of influencers; consumers may not consider influencers to be sufficiently knowledgeable or

Table 4. Association between the selected motivators and attitude 2

Motivator	r_s	p -value
Family	.20	.00
Education	.13	.03
Media	.12	.04
Influencer	-.02	.78

Note. $p < .05$.

good role models. The strongest association is noted for the motivator "Family" with $r_s = .20$. The association for the motivators "Education" and "Media" reached $r_s = .13$ and $.12$, respectively. Based on the results, attitude 2 is the most influenced by family upbringing among the selected motivators.

4.3. Result based on the logistic regression of motivators on attitude 1

A different conclusion was reached based on logistic regression results. The influence of the selected motivators on attitude 1 was identified. The influence of the selected motivators on the attitude was evaluated from the perspective of 0—responsible and 1—not responsible. Logistic regression analysis shows that the model results are statistically significant at 5% significance level. However, when the results for individual motivators representing independent variables were evaluated, only two were statistically significant—motivator “Family” and motivator “Media”. The coefficient of the variable “Family” reached $b = .51$. The coefficient is positive. If the variable “Family” changes by one unit, there is a 1.66 times higher chance that the dependent variable will acquire value 1.

In the case of the motivator “Media”, the variable's coefficient is $b = .58$, i.e., the coefficient is positive. If the probability (the odds ratio) indicates that if the variable “Media” changes by one unit, there is a 1.79 times higher chance that the dependent variable will acquire value 1. The values of the motivators “Education” and “Influencer” proved statistically insignificant. One of the reasons may be that the respondents do not consider these two motivators to be the most important and focus more attention on education in the family or the information they receive through the media. The results are shown in Table 5.

Table 5. Result of the logistic regression of motivators on attitude 1

Motivator	r_s	p -value	Odds Ratio	
Family	.51	.00	1.66	**
Education	-.26	.23	0.77	
Media	.58	.00	1.79	**
Influencer	.05	.76	1.50	
Constant	-1.59	.02	-	**

Note. $p < .05$; ** statistically significant.

5. Discussion

The results make it possible to answer the research question: “Do motivators affect responsible behavior of tourists?” Based on Spearman's correlation coefficient calculations, the four critical motivators—family, education, media, and influencers, have a low but positive correlation at a 5% significance level for attitude 1. Thus, H_{1null} , H_{2null} , H_{3null} , and H_{4null} are rejected.

There is a relationship between motivators and attitude 1. Motivators influence attitude 1. Consumers feel responsible for the environment in the destination they visit. They have also supported this attitude because of their upbringing in family, school, personal opinions, and media. Within the media results, they reached the highest correlation. The influence of opinion leaders as influencers also shaped the attitude, although the lowest association was reached. All the formulated null hypotheses were rejected, as shown in Table 6. The answer to the research question is yes—the selected motivators affect the responsible behavior of tourists in connection with attitude 1.

Compared to previous results, these ones are similar. Based on Spearman's correlation coefficient calculations, H_{1null} , H_{2null} , and H_{3null} were rejected for the three motivators—family, education, and media, which have a low but positive correlation at a 5% significance level for attitude 2. There is a relationship between motivators and

Table 6. Conclusion for attitude 1 based on Spearman's correlation coefficient

Motivator	Null Hypotheses	Decision
Family	H_{1null}	Reject
Education	H_{2null}	Reject
Media	H_{3null}	Reject
Influencer	H_{4null}	Reject

Table 7. Conclusion for attitude 2 based on Spearman's correlation coefficient

Motivator	Null Hypotheses	Decision
Family	H_{1null}	Reject
Education	H_{2null}	Reject
Media	H_{3null}	Reject
Influencer	H_{4null}	Do not reject

attitude 2. The idea is supported by the fact that these motivators influence the attitude of consumers. The pollution level in the landscape is essential to consumers. The change occurred for the motivator "Family"; in this case, this motivator is considered the strongest among the other ones. However, the motivator "Influencer" is statistically insignificant—hypothesis H_{4null} is accepted. One of the reasons may be that the respondents do not consider this motivator the most important, and they focus more on education in the family or the information they receive through the media. Family upbringing is perceived positively, with the strongest association between motivator and attitude across the motivators. One of the reasons for this is that the family often participates in making decisions on trips or vacations with different opinions, values, or plans. This fact can be considered as an influence on consumers' attitudes. The answer to the research question is yes (only for motivators such as family, education, and media)—the selected motivators affect the responsible behavior of tourists in tourism in connection with attitude 2. In the case of the motivator "Influencer", the hypothesis is not rejected. The results are shown in Table 7. Based on the logistic regression results computed for attitude 1, an influence was found only in two motivators—"Media" and "Family". Hypotheses H_{1null} and H_{3null} are rejected. Hypotheses H_{2null} and H_{4null} are accepted. The results proved insignificant. The motivator "Media" shows the most substantial influence. Family upbringing and information disseminated through the media impact consumers' perception of their responsibility for the environment.

Table 8. Conclusion for attitude 1 based on logistic regression

Motivator	Null Hypotheses	Decision
Family	H_{1null}	Reject
Education	H_{2null}	Do not reject
Media	H_{3null}	Reject
Influencer	H_{4null}	Do not reject

Daily environmental problems are discussed more openly than in previous centuries. Consumers can get informed, share information with others, study environmental problems and responsibilities, and offer options to minimize negative impacts. It is questionable to what extent the media can change attitudes. Education, whether in the family, at school, or through the media, can be an effective way of accessing information that can positively influence consumers' attitudes. The results are shown in Table 8.

The results of this study are similar to those of some authors. Han (2021) acknowledges the need for knowledge about environmentally responsible behavior in his study. Our results highlight the importance of the media, through which information can be disseminated quickly and reliably. This fact is also supported by the study of Erawan and Krairit (2020), who highlight the importance of the digital world. Although the media have some influence on consumers, it is not necessarily a positive factor. For example, Xiong et al. (2023) draw attention specifically to the concerns arising from environmental respect for the development of the environment on responsible behavior in tourism. Such information can be obtained by consumers directly from the media.

The study supports the relationship between the motivator "Media" and attitudes. This fact is also supported by the study of Ziyadin et al. (2019). The authors emphasize the power of information spread through the media. Companies that pay for advertisements and remind their consumers about the daily product lead to a positive response. However, it is

essential to note that the influence of radio advertisements has almost no effect on consumer behavior. The influence of the motivator "Media" is supported. This means that the media positively affects consumers' attitudes and behavior. Information that will lead consumers to responsible behavior can be disseminated through the media. There is a greater chance that consumers will receive it positively.

The results of this study also agree with studies such as Chandrasekar & Raj (2013), Goldman et al. (2012), and Jones & Magee (2014), where they support the power of the motivator "Family". There is a relationship between the motivator "Family" and attitudes. Family members significantly influence consumers' attitudes, which can be positive or negative. Family members can lead consumers to responsibility and thus teach them to be environmentally competent. The motivator "Education" proved to be a motivator that explicitly influences consumers' attitudes, but the logistic regression results proved this motivator insignificant. Its power can influence consumer behavior. It should be remembered that education provides us with information that can teach us how to be more responsible in consumer and environmental behavior, and studies by some authors (Cincera & Krajhanzl, 2013; Måsse et al., 2014; Zafar et al., 2020) support this conclusion.

The most interesting results were found with the motivator "Influencer". Our results support the study by Govindan and Alotaibi (2021). The motivator did not achieve statistically significant results, except for Spearman's correlation coefficient calculations on attitude 1, where the association between motivator and attitude 1 was the lowest. The same authors emphasize the untrustworthiness of influencers. Consumers do not make decisions based on the information they provide. If consumers still evaluate the information as trustworthy, they think for a long time before being influenced. The paradox is that Pick (2021) points to the positive influence of influencers. Despite the results, influencers have considerable power to influence consumers' attitudes. It can be admitted that a bad personal presentation can create a bad image when consumers react sensitively and negatively. Influencers could work on their presentation to use their power and influence through social media as effectively as possible because the media, as such, have a significant impact on customers' attitudes. Influencers have space to use their platforms to spread information about social responsibility and environmental behavior.

6. Conclusion

In summary, the research explores the impact of motivators on tourists' responsible behavior, focusing on two attitudes. Spearman's correlation and logistic regression analyzes revealed that motivators such as family, education, and media significantly influence consumers' attitudes, particularly concerning co-responsibility to the environment. Media emerged as the most influential motivator, while influencers showed less impact. Findings emphasize the pivotal role of family and media in shaping consumers' attitudes and underscore the need for responsible communication strategies, especially in the digital age. Overall, the study contributes valuable insights into understanding the dynamics of motivators affecting tourists' responsible behavior.

The excitement in our results propels us to extend our research endeavors. While our initial sample encompassed 284 respondents from Slovakia, a significant cohort in its own right, the potential for broader exploration is acknowledged. However, it is prudent to recognize that expanding our sample size may yield many responses that require careful evaluation. This realization presents a new opportunity for future research to delve into a

more extensive array of motivators across a larger and more diverse respondent pool. Based on our exciting results, we want to continue our research.

Research could be extended to other countries, and attitudes influencing specific consumer behavior could be investigated. This topic is very current and necessary, while research in this area still needs to be done, as it is still scarce. This fact represents a new challenge for us. Such an expansion offers a unique avenue to investigate attitudes that influence specific consumer behavior in varied cultural contexts. The timeliness, necessity of research in this area, and current scarcity present a compelling challenge that further research is eager to embrace. Our research identified several limitations, including a relatively small sample size. To address this, future studies will aim to broaden the research with a more extensive pool of respondents to comprehend individual contexts better. Additionally, the impact of the time factor is acknowledged, as lengthy questionnaires or time-consuming questionnaires may fatigue respondents, potentially affecting the accuracy of their responses. Another limitation involves memory-based responses, as participants may have limited recall abilities, impacting the accuracy of their recollection of events or experiences. Lastly, the fear of anonymity may influence respondents, potentially leading to dishonest answers or even reluctance to participate in the questionnaire.

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