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Social-psychological Determinants of Serbian Tourists' Choice of Green Rural Hotels, Sustainability, 11(23)

Scientific paper

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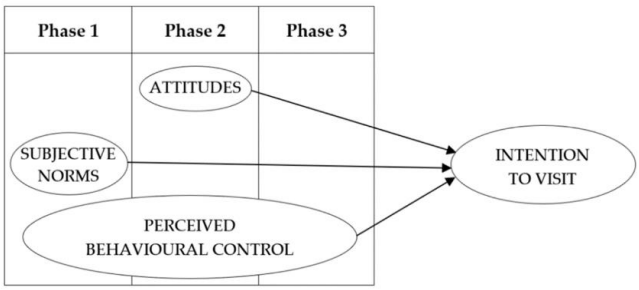
The significance of green rural tourism for sustainable development is widely recognized. In addition, a number of researches attempts to explain the green choice among tourists. Hereby, different theoretical approaches are used. Dynamic approach to the Theory of Planned Behavior (TPB) is implemented in this study. The approach considers that the influence of different elements of TPB (attitudes, subjective norms, perceived behavioral control) on intention to visit green rural hotels is tested in the context of different phases in behavior change of the respondents (pre-decision, pre-action, action). According to the authors' knowledge, this is the first implementation of the dynamic approach to the TPB in understanding green rural choice. During data analysis, multigroup structural equation modelling (SEM) was used. The results indicate that the existence and the strength of the influences of the elements of TPB is different in different phases of behavior change. Managerial implications for the studied market (Serbia) are also provided within the paper.



At the level of the entire model, significant positive effects have been recorded for all three independent constructs, attitudes, subjective norms and perceived behavioral control (0.327, 0.189 and 0.259, respectively). When it comes to phases, attitudes construct had significant positive effect only in the second phase (0.643), subjective norms in first (0.787) and perceived behavioral control in third phase (0.891). Differences in path coefficients between phases have been tested by the implementation of Multi Group analysis (MGA). Hereby, in relation to attitudes construct, path coefficient in phase 2 is significantly higher than coefficients in phases 1 and 3. In the case of subjective norms, coefficient in phase 1 is significantly higher than coefficients in phases 2 and 3. Finally, in relation to perceived behavioral control, path coefficient in phase 3 is significantly higher than coefficients in phases 1 and 2.