THE MEDIATING ROLE OF ENVIRONMENTAL PROTECTION MOTIVATION IN THE IMPACT OF GLOBAL IDENTITY ON ECOTOURISM PARTICIPATION INTENTION

Yakup Kemal ÖZEKİCİ*

Abstract

The research aims to investigate and explicate the ecotourism participation intention of tourists by merging the global identity phenomenon within the conceptual framework of value-basis theory for environmental concern. It delineates the transformative role of adopting global identity on values and consumption habits. To fulfill the aim, research hypotheses are tested using a database derived from the viewpoint of 374 tourists having participated in some form of leisure activity in the preceding 12 months. Hypothesis testing is conducted via PLS-SEM. It is revealed that global identity plays an outstanding role in terms of the predictive ability of motivation factors - normative, altruistic, and biospheric. What is more, both biospheric and normative motivation appear to enhance the intention to participate in ecotourism-type travel. As for altruistic motivation, it is seen to have an insignificant effect on ecotourism-related participation intention.

Keywords: *Value-basis theory for environmental concern, Ecotourism, Global identity, Biospheric motivation, Normative motivation.*

JEL Classification: *Q57, Q26, Z13*

KÜRESEL KİMLİĞİN EKOTURİZME YÖNELME ÜZERİNDEKİ ETKİSİNDE ÇEVRE KORUMA MOTİVASYONUNUN ARACI ROLÜ

Öz

 Bu araştırmanın amacı, turistleri ekoturizme yönlendiren unsurların değer temelli çevresel endişe teorisi temelinde tespit edilmesidir. Bu amaç doğrultusunda, küresel kimlik olgusu kullanılmak suretiyle kimlik teorisi, değer temeli çevresel endişe teorisi ile entegre edilmiştir. Amacı gerçekleştirmek için, 12 ay içinde seyahat etmiş olan 374 turistin bakış açısından elde edilen veri tabanı aracılığıyla araştırma hipotezleri test edilmiştir. Hipotez testi, PLS-SEM aracılığıyla gerçekleştirilmiştir. Sonuç olarak, küresel kimliğin motivasyon faktörlerini (normatif, diğergam, biyosferik) açıklama etkinliği açısından önemli bir rol oynadığı tespit edilmiştir. Ayrıca, hem biyosferik hem de normatif motivasyonun, ekoturizm odaklı seyahatlere katılmaya yönelik davranışsal niyeti arttırdığı görülmüştür. Diğergam motivasyonun ise ekoturizme yönelik davranışsal niyet üzerinde istatistiksel olarak herhangi bir etkisi gözlemlenmemiştir.

Anahtar Kelimeler: *Çevresel kaygı için değer temelli teori, Ekoturizm, Küresel kimlik, Biyosferik motivasyon, Normatif motivasyon.*

JEL Sınıfları: *Q57, Q26, Z13*

*Dr. Research Assistant. Adiyaman University Tourism Faculty, Department of Tourism Management, ADIYAMAN.
e-mail: ykozekici@gmail.com, (https://orcid.org/0000-0003-2482-7355)

1. INTRODUCTION

The increase of pressure on environment in the modern era has also increased the necessity for comprehending the motivations which predispose individuals to environmental protection-oriented behaviors (Maloney and Ward, 1973). Accordingly, the motives behind pro-environmental behaviors have been addressed across various research fields (Gkargkavouzi, Halkos, and Matsiori, 2019), including tourism as the tourist behavior is regarded as amongst the leading factors behind issues concerning environmental degradation (Eriksson, Garvill, and Nordlund, 2006). These issues concerning natural resources have consequentially brought about the concept of naturally friendly travel choices. One of these choices with pro-environmental motivation, known as ecotourism (Beall, Boley, Landon, and Woosnam, 2021), is believed to constitute a wide range of precursors. Motivations are regarded as the most prominent factors to understand whether a tourists has an aptitude to adopt ecotourism as a choice (Deng and Li, 2015). To clarify the ambiguity, many attempts have been made to uncover the antecedents that lead to ecotourism. In this context, materialism (Lu, Gursoy, and Chiappa, 2014), goal framing theory (Mandić and Vuković, 2021), theory of planned behavior, or norm activation model have been utilized at most to understand the underlying factors behind pro-environmental behaviors (Gatersleben, Murtagh, and Abrahamse, 2014). Yet, these theories have also been criticized for lacking sufficient hypothetical background concerning pro-environmental behaviors (Gatersleben et al., 2014). Meanwhile, specific, environment-oriented theories have been suggested to undertake the environment aspect of the consuming behaviors in a variety of disciplines (Gatersleben et al., 2014). However, although values are believed to play a crucial role in the determination of purchasing decision for end-consumer (Hoyer and MacInns, 2004), the role of value-oriented motivations and specific theories in this scope have not been addressed sufficiently to understand how exactly values affect the choosing of ecotourism (Mandić and Vuković, 2021). Apart from this, a significant part of the literature only approaches the issue from the green purchasing behavior perspective (Teng, Wu, and Liu, 2013; L. Wang, Wang, Zhang, Jebbouri, and Wong, 2021). Value-basis theory for environmental concern was developed to meet such expectations by addressing the motivations behind pro-environmental behaviors (Schultz, 2000; Stern and Dietz, 1994).

When considering the extant knowledge, despite the abundance of studies (Eid, Agag, and Shehawy, 2020), values-basis theory for environmental concern is not utilized as a means of predicting the motivations behind the ecotourism choice. Therefore, benefiting from the arguments of this theory is believed to contribute to the literature by shedding light on factors leading pro-environmental consumption (Beall et al., 2021; Dolnicar, Knezevic Cvelbar, and Grün, 2019; Schultz, 2001)

'Identity' is another essential factor with its manipulative power on the consumption preference. The importance of identity has been addressed in the context of ecotourism (Deng and Li, 2015). In more detail, it has been highlighted that identity is an essential amplifier for environmentally-friendly behavior (Van der Werff, Steg, and Keizer, 2013), such that its explanatory power has a greater potential than attitude (Gatersleben et al., 2014; Sparks and Shepherd, 1992). Yet, there still exists the requirement to uncover the underlying relations (Van der Werff et al., 2013) since the modern era has brought about various identities within societies. For this reason, multiple identities may be conveyed within each single individual. For instance, global identity alongside national identity may determine whether and how to act. Global identity is the notion that gives importance to the commonalities on people all around the world rather than to a single nation, community, or group (Zhang and Khare, 2009). In the tourism literature, global identity has been investigated in the contexts of store image (Nijssen and Douglas, 2008), novelty seeking (Lee, Kim, Seock, and Cho, 2009), attitude toward a foreign language (Min and Kim, 2013), and personality traits (McGladdery and Lubbe, 2017). Furthermore, outside the tourism literature, global identity has been empirically validated to in terms of the pro-environmental consumption tendency of consumers (Agyeiwaah, Pratt, Iaquinto, and Suntikul, 2020; Der-Karabetian, Yingxia, and Alfaro, 2014; Ng and Basu, 2019; Woosnam, Strzelecka, Nisbett, and Keith, 2019).

Yet, there exist no evidence as to whether and how global identity determines the pro-environmental travel behavior of tourists. Furthermore, as far as the literature is concerned, value basis theory for environmental concern which is believed to play an essential role for predicting the pro-environmental consumption style (Schultz, 2001; Stern and Dietz, 1994) has not been predicted through identity-based constructs. Therefore,

it is the aim of this study to meet all these requirements. In this regard, the main purpose of the present work is to reveal the determinative factors behind the behavioral intention of tourists toward ecotourism. To fulfill this aim, value-basis theory for environmental concern is extended with the global identity phenomenon. The theory of concern is further amplified by incorporating normative motivation, as the latter seems to take presence as the most powerful factor for explaining pro-environmental behavior (Gkargkavouzi et al., 2019; Kormos, Gifford, and Brown, 2014; Van der Werff et al., 2013). Fulfilling these aims is expected to contribute to the literature by understanding the factors that enable tourist to act in pro-environmental manner (Li and Wu, 2020); explicating the role of identity (Chen and Tung, 2014) and normative motivation (Juvan and Dolnicar, 2016) on pro-environmental behavior; and uncovering whether identity plays an essential role for preferring ecotourism as a travel alternative (Lee and Jan, 2017). On top of these goals and as a whole, the outputs derived from the study results will shed light on how to enhance the positive impact of tourism activities by revealing the motivations encouraging ecotourism. The study is further expected to help tourism professionals in shaping middle- and long-term marketing strategies and activities in the hospitality industry based on the motivations of tourists for ecotourism.

2. THEORETICAL BACKGROUND

2.1. Values-Basis Theory for Environmental Concern

'Motivation' is the driving force that leads to behaviors (Gollwitzer and Bargh, 1996), and it has been confirmed by various studies in the literature as a precursor to environmentally friendly behaviors (De Young, 2014). In the extant literature, various models are shown to belong to goal framing theory (Lindenberg and Steg, 2007), theory of planned behavior (Ajzen, 1991b) and norm activation model (Schwartz, 1977), while many other theories are utilized to predict the pro-environmental aptness of consumers (Gatersleben et al., 2014; Gkargkavouzi et al., 2019). Besides, value-belief and norm theory (Stern, 2000), and self-determination theory (Deci, Olafsen, and Ryan, 2017), are the other theories of concern. Yet, they have all been criticized for not offering much convincing argument to explain the motivations behind pro-environmental choices (Gatersleben et al., 2014; Steg and Vlek, 2009), thus rendering a specific value-based theory design as necessity for explaining the precursors behind the motivation of consumers toward pro-environmental initiatives (Stern and Dietz, 1994). Value-basis theory for environmental concern is one of the current hypotheses structured in this regard. The theory is the outcome of extension altruism within Norm-Activation model (Schwartz, 1977).

Postulated by Stern and Dietz (1994), this theory has a main argument, in which it posits that the main factor determining the attitude toward the environment is determined by the attached-value regarding the environment. Put differently, it is postulated that concerns toward the environment stem from the knowledge that disastrous actions toward the environment lead to harming the objects values by individuals in this context. The values or motivations implied by the theory with regard to the environment were conceptualized by Schultz (2001), and its operationalization is based on the refinement of Schwartz and Bilsky (1990)'s value inventory by Stern (2000) and its reduction to three values that explain environmental concern. These values are egoism, altruism and biospherism. Altruistic motivation refers to concern for the well-being of other people and future generations, while egoistic motivation concerns the self, and biospheric motivation points out the awareness of the existence of animals, plants, and all other organisms within the ecosystem (Schultz, 2001; Stern and Dietz, 1994).

In explaining pro-environmental behaviors, value-basis environmental concern theory has a spectacular place as it is designed in accordance with the urge to conserve the nature. In essence, this theory eliminates the limitations of prior theories such as their insufficiency to predict pro-environmental intention in terms of actions, or lack of ensuring internal and external validity across the constructs (Schultz, 2001). Yet, the theory has also been criticized, especially for the fact that the egoistic motivation construct does not adequately represent the concept (Rodríguez, Pérez, and Alonso, 2021). Besides, the dimensions within the model have been blamed for not ensuring generalizability to different samples in other parts of the globe (Schultz, 2001). Moreover, ignoring the norms in the tendency toward environmentally friendly behavior is seen as another important shortcoming of the theory (Verma, Chandra, and Kumar, 2019). This is particularly the case since a norm-oriented obligation-

based intrinsic motivation has been highlighted as the essential requirement in achieving pro-environmental behavior (De Groot and Steg, 2010; Pelletier, Tuson, Green-Demers, Noels, and Beaton, 1998; Van der Werff et al., 2013). The reason for this is that demonstrating pro-environmental behaviors has been explained by the pleasure derived from doing the right thing rather than by hedonic or egoistic motivation, as well as by the self-devotion to behave appropriately (Steg, Perlaviciute, van der Werff, and Lurvink, 2012). The importance of normative motivation in explaining pro-environmental behavior has been underscored in a large number of studies (Bamberg and Möser, 2007; Chakraborty, Singh, and Roy, 2017; Eriksson et al., 2006; Fang, Ng, Wang, and Hsu, 2017; Han, Olya, Cho, and Kim, 2018; Hunecke, Blöbaum, Matthies, and Höger, 2001; Lee and Jan, 2017; Özekici, 2022a; Rezvani, Jansson, and Bengtsson, 2018; Rodríguez et al., 2021; Teng et al., 2013; Van der Werff et al., 2013; L. Wang et al., 2021) based on goal framing theory (Juvan and Dolnicar, 2016; Lindenberg and Steg, 2007). In fact, normative motivation has been found to be the most effective dimension in predicting pro-environmental behavior (Chakraborty et al., 2017; Yang, Chen, and Zhang, 2020), and it has justified the limitation of the value-basis theory for environmental concern. For this reason, within the scope of the current study's theoretical framework, egoistic motivation is substituted with normative motivation, which conceptually represents the idea of "doing what needs to be done". (Lindenberg and Steg, 2007, p. 119).

As a concept formed over 30 years ago, (Ceballos-Lascurain, 1987 cited in Beall et al 2021), the ecotourism predisposition of individuals was explained with various constructs, models, or theories (Beall et al., 2021). Among them, the new environmental paradigm (Mandić and Vuković, 2021) and environmental, social (Deng and Li, 2015) and conspicuously-rooted factors have taken a major position (Beall et al., 2021) within the extant literature. However, it has been observed that the factors that predict the theory of interest in the context of ecotourism have been largely ignored. More specifically, the fact that value-basis theory for environmental concern has not gained much attention from the discipline of sociology has increased the necessity to integrate certain concepts or theories from sociology or anthropology with the relevant model concerning value-basis theory for environmental purposes. Among these is global identity, whose concept was suggested by previous studies (Der-Karabetian et al., 2014; Hett, 1993; Karlberg, 2008) to be evaluated for explicating pro-environmental behavior. Yet, these derivations have not been addressed yet. To fill the gap, the present study aims to provide evidence through its use of the global citizenship concept as to whether the feeling of being a global citizen - rather than a nation – can indeed amplify the willingness in an individual to behave pro-environmentally as a tourist.

2.2. Global Identity

'Identity' is a concept that explains the behavior of a person in a nexus between society and self (Hogg, Terry, and White, 1995). An individual owns multiple identities; for instance, in terms of gender, occupation, attitude, such as being a woman, a driver, pro-environmentalist etc. (Stryker, 1984). Each of these identities has an effect on the perception, motivation, and actions that an individual demonstrates (Karlberg, 2008). This is put into practice through self-categorization (Stets and Burke, 2000). According to Social Identity theory, belonging to a certain identity makes an individual transform their habits and behavior as a result of in-group favoritism or the necessity of feeling to be a part of a group (Tajfel, 1974, 1982). The identity can be attached to the group out of a national community. As for a global identity, it is one which refers to a mindset that gives importance to the commonalities of people all around the world rather than to a single nation, community, or group (Zhang and Khare, 2009). Adopting a global identity has been conceptualized within the literature with concepts such as global citizenship (Morais and Ogden, 2011), world mindedness (Hett, 1993), or cosmopolitanism (Cleveland and Laroche, 2007). In the tourism literature, global identity has been investigated in the contexts of store image (Nijssen and Douglas, 2008), novelty seeking (Lee et al., 2009), attitude toward foreign languages (Min and Kim, 2013), and personality traits (McGladdery and Lubbe, 2017). Global identity is thought to be interrelated with pro-environmental motivation (Wynveen, Kyle, and Tarrant, 2011). Yet, although there are hypothetical assumptions about how global identity affects motivation in various ways, there is a lack of sufficient evidence for this impact in the field of tourism.

2.3. Hypothesis Development

Social identity theory explains how group membership affects the individual's attitude and behavior when affiliating with a group (Tajfel and Turner, 1979). The behavioral intention toward green products, on the other hand, refers to the possibility of using a sustainable apparatus as a result of a consumer's wishes for a sustainable apparatus (Fishbein, 1980). Individuals are thought to regulate all their acts in line with their identity (Burke and Reitzes, 1991). In this context, according to social identity theory, a person who feels belonging to a group tends to adopt its values and norms (Stets and Burke, 2000). Thereafter, adopting such values brings about the internalization of consumption patterns and behaviors that symbolize the premises of the group (Fishbein, 1980). Therefore, not acting in accordance with identity ignites the feeling of guilt (Schwartz and Clausen, 1970), especially when identity activates the feeling of obligation to act (Fishbein, 1980; Schwartz and Clausen, 1970). This sequential relation chain is the main matter for motivation because "Motivation tells us why an individual or group have behaved or are about to perform an action" (Dann, 1981). For that reason, a particular behavior to be conducted is explained with the identity as a precursor of motivation (Oyserman, 2009). It has been empirically revealed that environmental self-identity enhances the burden felt stemming from an inherent motivation for nature-sensible behaviors (Van der Werff et al., 2013). Global identity has also been reported to predispose the individual to particular motivations. For instance, Makri et al. (2021) found that global identity augments the motivation for social networking sites. It could further be assumed that global identity amplifies pro-environmental behavior in a more powerful way since internalizing such an identity can instill an environmental-friendly mindset for individuals. When a global identity is adopted, the individual sees the environment as a common heritage of humanity (Roman, 2003), embraces environmentalism (Schattle, 2008) and becomes concerned with the environment more seriously (Dobson, 2003). This sequential process, in turn, triggers pro-environmental motivations (Karlberg, 2008). In other words, adopting a global identity will lead to concerns for environment, which in turn ignite pro-environmental motivations as predisposed by value-basis theory for environmental concern (Schultz, 2001). Within the discourse, it can be seen that global identity augments the motivation to engage in volunteer projects (Woosnam et al., 2019), the intention to behave sustainably (Der-Karabetian et al., 2014), and the willingness to support environmentally friendly products (Ng and Basu, 2019). In the same manner, for tourism studies, social identity has been found to be an important contributor to enacting sustainable behaviors (Agyeiwaah et al., 2020). Therefore, it can be postulated that global identity augments environment-specific motivations in normative, altruistic, and biospheric manners:

H1: *Global identity enhances normative motivation.*

H2: *Global identity enhances altruistic motivation.*

H3: *Global identity enhances biospheric motivation.*

Altruistic values enable individuals to show concern for the welfare of the community (Wang, Wong, and Narayanan Alagas, 2020). This, in turn, leads to a moral obligation to act in a sustainable manner (Holmes, Dodds, and Frochot, 2019). Behavioral intention implies the probability to act (Fishbein and Ajzen, 1975). Thus, it is postulated that the more an individual intends to behave, the more certainly he/she would show actual behavior when favorable conditions occur (Ajzen and Fishbein, 1977). Additionally, it has been postulated that altruism refers to products that contribute to the society and increases the importance of green products (Teng et al., 2013). This is because an individual with altruistic aptness tends to accord his/her behaviors in line with supporting the natural resources (Stern, 2000; Stern, Dietz, Abel, Guagnano, and Kalof, 1999). The relevant argument concerning the importance attached to the altruistic motivation was validated for preferring sustainable products in various contexts within environmental psychology (Chen, 2015; Teng et al., 2013; Wang, Liu, and Qi, 2014). Value-Belief and Norm (VBN) theory posits that altruistic values influence the behavioral intentions of individuals (Stern et al., 1999). Accordingly, in the tourism industry, altruism has been confirmed to motivate one toward preferring eco-friendly (Verma et al., 2019) and green hotels (Teng et al., 2013), or other sustainable travel alternatives (Holmes et al., 2019). More specifically, tourism-related studies have concluded that altruistic motivation enhances pro-environmental behaviors (Gupta and Sharma, 2019) and green-purchase behavior (Wang, 2020). The preference of ecotourism as a touristic activity contributes to the society in an ecological sense (Lee and Jan, 2017). One of

the main motivations toward ecotourism is preserving the environmental settings (Fennell, 1999). In this regard, altruism has been reported to predispose tourists to preferring ecotourism-oriented travel alternatives (Clifton and Benson, 2009). Therefore, as the altruistic motivation increases, the tourists' level of orientation toward ecotourism will increase.

H4: *Altruistic motivation enhances the participation intention toward ecotourism.*

Biospheric value implies considering the welfare of the flora and fauna (Rahman and Reynolds, 2016). This motivation refers to the protection of ecosystem due to values attached to living organisms (Stern and Dietz, 1994). Therefore, it is alleged for individuals that the higher their biospheric motivation is, the more consciously individuals act in ecological manners (Wang et al., 2020). In the tourism literature, biospheric motivation has been seen to predict the intention to visit green hotels (Wang et al., 2021), use green P2P accommodation (Agag, 2019), prefer green lodging (Han, 2015), show green purchase behaviors (Wang, 2020), and use public parks (Kellison, Bunds, Casper, and Newman, 2017). In addition, Lee and Jan (2017) have found that biospheric value has a predictive role in the ecotourism behavior among tourists. Therefore, a further hypothesis of the current study will be as follows:

H5: *Biospheric motivation enhances the participation intention toward ecotourism.*

Norms are of personal or social nature. A personal norm is described as "the extent to which one feels morally obliged to perform a certain action" (Schwartz, 1973). A social norm, on the other hand, points to the degree that an individual internalizes the principles of a group and acts in accordance with them (Schwartz, 1977). Normative motivation is designed in a way that incorporates both personal and social norms (Gkargkavouzi et al., 2019), while a normative motive reflects the moral obligation within which an individual feels to act. This obligation refers to determining the right course of action and activating one's behavior in this way (Lindenberg and Steg, 2007). The basis of normative motivation is rooted in the expectations of acquaintances or individuals' principles (Gkargkavouzi et al., 2019, p. 3; Lindenberg and Steg, 2007). According to theory of Planned Behavior (TPB), if an individual feels the obligation to act pro-environmentally and her/his sense of inclination and habit is also in accordance with such obligation, it is most likely that pro-environmental behaviors are manifested (Ajzen, 1991a). The process of this sequence guiding such behaviors is as follows:

With the normative motivation being active, the individual is pushed toward doing the right thing in the axis of the behaviors performed in their social life (Hameed and Khan, 2020). When the moral motivation involves a sustainable lifestyle, the normative motivation leads to acting pro-environmentally (Fang et al., 2017; Van der Werff et al., 2013). The notion that normative motivation triggers pro-environmental ideas as well as behavior is amongst the premises of norm activation model, value-belief-norm theory (Stern, 2000), theory of planned behavior (Ajzen, 1991a) and goal framing theory (Lindenberg and Steg, 2007). Various studies have validated relevant premises (Van der Werff et al., 2013). In the extant literature, normative motivation is seen to influence sustainable behavior intentions (Chakraborty et al., 2017), electric car preference (Rezvani et al., 2018), choice of sustainable home appliances (Hameed and Khan, 2020), car travel behaviors (Westin, Nordlund, Jansson, and Nilsson, 2020), and the intentions in multiple other contexts (Bamberg and Möser, 2007). In the tourism literature, normative motivation has been seen to leverage the attitude toward visiting green hotels (Wang et al., 2021). It has also been validated to determine the preferred travel type (Hunecke et al., 2001), to have a role in accepting travel demand management (Eriksson et al., 2006), in the intention to visit green hotels (Teng et al., 2013), and safe hotels (Rodríguez et al., 2021); and to choose eco-friendly decision making systems (Han et al., 2018) and ecotourism participation intention (Lee and Jan, 2017). Therefore, the next hypothesis is as follows:

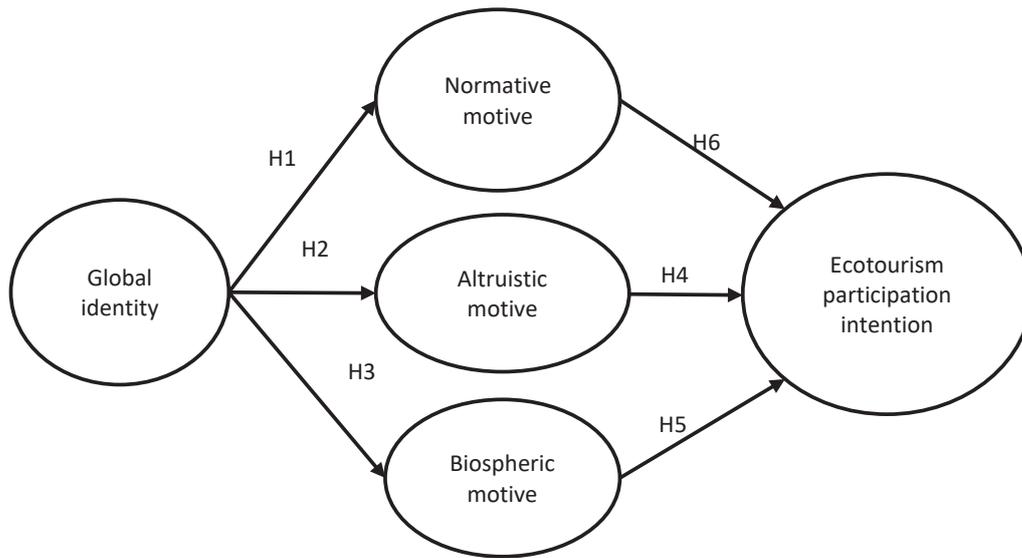H6: *Normative motivation enhances the participation intention toward ecotourism.*

Model

Figure 1: Conceptual Model

3. METHOD

3.1. Research Instrument

The study is an attempt to investigate the predictor role of global identity on value-basis theory for environmental concern in terms of the ecotourism motivation. The hypotheses structured in accordance make the quantitative research method a useful approach to be benefited, thus necessitating questionnaires to reflect the concepts with dimensions (Celo, Braakmann, and Benetka, 2008). The constructs are listed as global identity (5 items) (Türken and Rudmin, 2013), normative motives (5 items), altruistic motives (4 items), biospheric motives (4 items) (Gkargkavouzi et al., 2019), and ecotourism participation intention (4 items) (Lee and Jan, 2017). All constructs are composed from multi-items based on a 7-point likert scale. The interrelations between constructs and items are preferred as reflective measurement (Hair, 2009) since all the items within the constructs are conceptually related and similar in terms of their meaning, allowing for evaluation in a reflective manner (Hair, Risher, Sarstedt, and Ringle, 2019, p. 732). All the items were originally in English, and hence translated into Turkish. To ensure translation equivalence and accuracy, Brislin (1976)'s comparative research technique was carried out. During the implementation phase, the Turkish version of these items was translated back into English and the final version was checked by two language experts, who gave consensus that there was not any inconsistency between the original and translated versions of the items (Brislin, 1976).

3.2. Sampling and data collection

As per the aim of the study, it focuses on revealing whether global identity and the corresponding values predispose ordinary tourists toward choosing ecotourism activities. In this sense, a solid way for validating the transformative role of adopting any identity in consumption preferences is choosing a sample that bears the reversed consuming habit versions of the context in point. For this reason, tourists who have chosen mass tourism as the opposite type of ecotourism (Weaver, 2001) were chosen as the sample comprising individuals who have had a travel experience in the last two years. In this manner, the purposive sampling criteria were used to find the sample and the G*POWER 3.1.9.4 program was utilized for determining the required sample size (Faul, Erdfelder, Lang, and Buchner, 2007). The calculations included 104 observations as a sufficient sample size to check the hypotheses. To provide a more rigorous model estimation, a sample size enlarged three times was determined for reaching the optimum number of participants (Ringle, Da Silva, and Bido, 2015).

In the research, the choice of a newly developed type of travel in Turkey, ecotourism, is investigated. Therefore, in order to not permit the experience of mass tourism to cause any recall bias (Connelly, Brown, and Knuth, 2008), data collection was carried out toward the end of December in 2021, when tourism in Turkey often slows down significantly. For this purpose, the service of an expert company for data collection was benefited, and the participants were selected from among those who had travel experience in the last two years. In detail, the participants were first asked whether they had participated in any travel activity in the last two years. Those who gave a positive response were included in the data collection process. What is more, the first part of the questionnaire form was reserved to explicate the main characteristics of ecotourism to the participants to help them in better visualizing what the concept means. In this context, a total of 421 observations were obtained at the end of the process, carried out by five interviewers between 14.12.2021 and 27.12.2021 across various district in the city of Ankara. Among these, 47 observations with missing, single-line, or repeated responses were excluded from the sample (Hair, Hult, Ringle, and Sarstedt, 2017). In all, the hypotheses testing was conducted over 374 observations.

3.3. Analysis

In this study, a new phenomenon, global identity for the value-basis theory for environmental concern is integrated with the related theory. Therefore, Partial Least Squares Structural Equation Modeling PLS-SEM is employed in the analysis of data as it allows for the research model to gain an exploratory structure (Hair, 2009). The model involves a three-stage interaction sequence. A high-level sequence renders the model as a complex structure. Models with complexity have been suggested to be analyzed through PLS-SEM (Usakli and Küçükergin, 2018). Therefore, the SmartPLS 3 program was run to conduct PLS-SEM (Ringle, Wende, and Becker, 2015). Lastly, the normality distribution of the data was checked based on the skewness and kurtosis values. Accordingly, the accepted thresholds for skewness (±3) and kurtosis (±7) for samples over 300 observations were met for each variable. On the other hand, the kurtosis values for two items within the altruistic motivation dimension and one item within the biospheric motivation were found to exceed the threshold (Curran, West, and Finch, 1996). Yet, they were included in the model as normality is not required as a criteria for analyzing within the scope of PLS-SEM (Hair et al., 2017).

4. FINDINGS

4.1. Demographic Findings

Table 1: Characteristics of Participants

Type	Characteristic	Frequency (x̄)	Percentage (%)
Gender	Female	178	47.6
	Male	196	52.4
Education	Primary-Secondary School	41	10.9
	High School	72	19.2
	Associate Degree-Bachelor's Degree	245	65.5
	Master's Degree	14	4.3
Age	18-25	119	31.8
	26-34	66	17.6
	35-44	110	29.4
	56+	12	3.2
Frequency of Travel	Once every two years	124	33.1
	Once every year	194	51.9
	Twice a year	42	11.2
	More	14	3.7
TOTAL		**374**	**100**

It is seen that the participants show a balanced distribution by gender. On the other hand, according to the education level, it can be said that the sample skews toward the associate or bachelor degree. For the age level, the majority is between 18 and 25 or 35 and 44, while those over 56 are limited. Lastly, most participants fall within the 'once every two years' or 'once every year' for travel frequency.

4.2. Outer Model

Table 2: Outer Model Results

Items	Loadings	Cronbach's Alpha	CR	AVE
Global Identity				
I consider myself more as a citizen of the world than a citizen of some nation.	0.885	0.913	0.935	0.742
I can live within cultures other than my own.	0.910			
I identify with a world community.	0.871			
I enjoy learning about different cultures.	0.848			
I like listening to music from different cultures.	0.788			
Normative Motivation				
I feel a moral obligation to protect the environment.	0.884	0.917	0.941	0.800
Do not know; It is not my responsibility to treat nature with respect ®.	0.931			
The people I care about believe that one ought to protect the environment with his/her actions.	0.884			
Most people who are important to me engage in pro-environmental practices.	0.879			
Altruistic Motivation				
Good environmental conditions benefit the health of the community and its members.	0.856	0.875	0.914	0.726
It is urgent to safeguard natural resources for future generations.	0.851			
Environmental degradation has adverse consequences on humanity.	0.865			
Do not know; I am not concerned about the welfare of other people. (r)	0.837			
Biospheric Motivation				
All living things have an equal intrinsic value.	0.823	0.910	0.924	0.788
We need to preserve every scrap of biodiversity.	0.888			
Environmental deterioration has adverse consequences on natural ecosystems.	0.914			
Do not know; I am not concerned about biodiversity loss. (r)	0.923			
Ecotourism Participation Intention				
I am interested in participating in ecotourism.	0.919	0.950	0.937	0.870
I am willing to participate in ecotourism / eco-conservation associations.	0.943			
I am willing to participate in ecotourism within one year.	0.935			
I am likely to engage in ecotourism in one year from now.	0.935			

Table 2 shows the results for indicator reliability. Accordingly, considering the internal validity criteria specific to the measurement model, it is seen that the Cronbach Alpha and Composite Reliability (CR) values of all variables for convergent validity are above 0.70 (Hair et al., 2017). Similarly, the AVE values for all variables were found to be above 0.50 (Fornell and Larcker, 1981). Again, the fact that the factor loads corresponding to each expression under the variables were higher than 0.70 ensures convergence validity, after which, the discriminant validity values were examined.

Table 3: Discriminant Validity A (Fornell-Larcker Values)

	1	2	3	4	5
ALM (1)	0.852				
BM (2)	0.614	0.888			
EPI (3)	0.408	0.539	0.933		
GI (4)	0.497	0.501	0.490	0.861	
NM (5)	0.608	0.520	0.505	0.579	0.895

Note: GI= Global Identity; NM= Normative Motivation; ALM=Altruistic Motivation; BM= Biospheric Motivation; EPI=Ecotourism Participation Intention

When the Fornell-Larcker values (table 3) were examined, it was seen that the square root of the AVE value for each variable was higher than the correlation of that variable with others. Therefore, the condition specific to this criterion (Hair et al., 2019) was met. For this reason, the HTMT values of the variables were examined.

Table 4: Discriminant Validity B (HTMT Values)

Results	(1)	(2)	(3)	(4)	(5)
ALM (1)					
BM (2)	0.684				
EPI (3)	0.440	0.569			
GI (4)	0.545	0.535	0.523		
NM (5)	0.683	0.564	0.533	0.621	

When the HTMT values were examined between the variables, they were found below 0.85. Therefore, the discriminant validity of the variables in the measurement model was confirmed (Henseler, Ringle, and Sarstedt, 2015)"mendeley":{"formattedCitation":"(Henseler, Ringle, and Sarstedt, 2015. Finally, when the cross load values were tested, it was seen that the extrinsic load value of the expressions within the variables to the variable they belong to was higher than the extrinsic load value that hits the other variables, thus confirming the extrinsic validity specific to the measurement model.

4.3. Inner Model

Once the value in the outer model was seen to meet the expected threshold inside the criteria, the hypotheses testing phase was carried out through inner model calculations.

Table 5: Inner Model Results

| Hypothesis	Effect	Path Coefficients (%95 Bias Corrected Confidence Intervals)	T	Result	VIF	f^2
H_1	GI→NM	0.579[*0.494;0.656*]	13.875	Supported	1.000	0.504
H_2	GI→ALM	0.497[*0.416;0.576*]	11.795	Supported	1.000	0.328
H_3	GI→BM	0.501[0.411;0.584]	11.430	Supported	1.000	0.336
H_4	NM→EPI	0.316[0.201;0.441]	4.811	Supported	1.678	0.093
H_5	ALM→EPI	-0.022[-0.137;0.093]	0.385	N.S.	1.965	0.000
H_6	BM→ EPI	0.388[0.250;0.510]	5.779	Supported	1.700	0.138
R^2 NM=0.333 ALM=0.245 BM=0.249 EPI=0.355 Q^2 NM=0.264 ALM=0.173 BM=0.191 EPI=0.308						

Note: GI= Global Identity; NM= Normative Motivation; ALM=Altruistic Motivation; BM= Biospheric Motivation; EPI=Ecotourism Participation Intention; N.S.= Not Supported

Before testing the hypotheses, the variance inflation factor (VIF) of the variables was examined. Since it was seen that all of the values corresponding to the variables were below 5, the variables met the multiple

collinearity criteria (Hair et al., 2017). In addition, the R2 value was examined which shows the power of variance for behavioral intention as the only endogenous variable in the model. It is observed that the power of variance for behavioral intention reaches that of previous studies in the literature – (Agag, 2019; Clifton and Benson, 2009; Eriksson et al., 2006; Gupta and Sharma, 2019; Han, 2015; Han et al., 2018; Holmes et al., 2019; Hunecke et al., 2001; Kellison et al., 2017; Lee and Jan, 2017; Rodríguez et al., 2021; Teng et al., 2013; Verma et al., 2019; L. Wang, 2020; L. Wang et al., 2021) - predicting the dimensions specific to ecotourism participation intention or value-basis theory for environmental concern.

The significance of path coefficients was determined by calculations made using the A 5000-subsample bootstrap. In that, Global Identity (GI) has a positive effect on NM ($\beta=0.579$, $p<0.05$), ALM ($\beta=0.497$, $p<0.05$), and BM ($\beta=0.501$, $p<0.05$). Therefore, H1, H2, and H3 were supported. Similarly, both NM and BM have a positive effect on EPI, supporting H4 ($\beta=0.316$, $p<0.05$) and H6 ($\beta=0.388$, $p<0.05$), too. In contrast, H5 representing the predictive role of altruistic motivation (ALM) on ecotourism participation intention was not supported.

To capture the prediction relevance and predictive ability, Q^2 and f^2 were investigated for the supported hypothesis. Accordingly, EPI and NM were seen to capture an Q^2 value over 0.25, implying that these two dimensions have a considerable prediction relevance (Sarstedt, Hair, Cheah, Becker, and Ringle, 2019)which facilitate modeling a construct on a more abstract higher-level dimension and its more concrete lower-order subdimensions, have become an increasingly visible trend in applications of partial least squares structural equation modeling (PLS-SEM. In contrast to these values, ALM and BM have captured a low level of predictive relevance. Lastly, the predictive ability of the model was revealed through the f^2 values. In that, global identity was seen to play a major role in terms of the predictive ability of motivation factors (normative, altruistic, and biospheric) as the f^2 values toward the interrelation represented with H1,H2 and H3 are large (Cohen, 1992). On the other hand, the effect sizes corresponding to H4 and H6 were small.
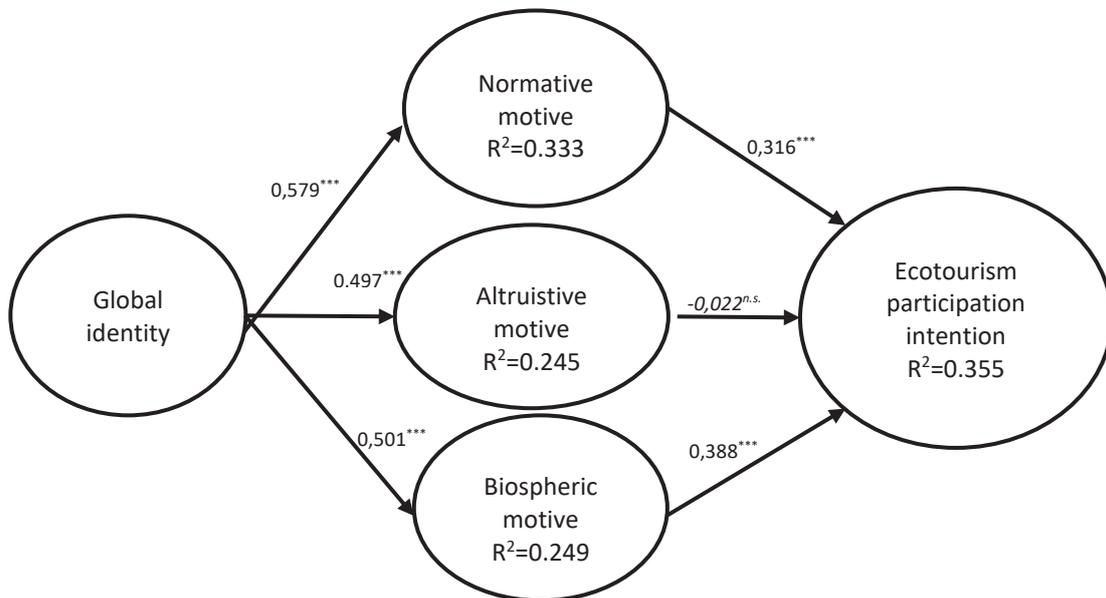
Figuer-2: Inner Model Results

Note: *= p<0.05; n.s.=not significant

5. CONCLUSION AND DISCUSSION

This study intended to predict the role of global citizenship or identity on the motivations behind the intention toward ecotourism activities. In this regard, the observations that the biospheric value enhances the ecotourism motivation while an altruistic motivation has no significant relation with it are in line with other research outputs in a similar context within tourism (Han et al., 2018; Le et al., 2021; Rodríguez et al., 2021; Wang et al., 2021). It can be stated that these results pertaining to altruistic and biospheric values in social psychology are new and have not been resolved empirically (Wang, Wang, Wang, Wei, and Wang, 2020). Besides, there is evidence that social status has a more predictive power in explaining ecotourism preferences compared to the above-stated values (Beall et al., 2021). The current findings underpin this assertion; however, they directly contradict those claiming that altruistic motivations encourage sustainable consuming tendencies (Chen, 2015; Gupta and Sharma, 2019; Holmes et al., 2019; Stern et al., 1999; Teng et al., 2013; Verma et al., 2019; Wang, 2020; Wang et al., 2014). Apart from this, there is a contrast with the outcome regarding the negative effect of materialism on ecotourism participation intention (Lu et al., 2014). Such a finding may also be stem from the notion that travelling in all types such as mass tourism, heritage tourism or etc. might be perceived to be fulfilled with hedonic motivations. Particularly, the act of ecotourism itself may be seen as a hedonic act. Therefore, participating in it may be seen in this way and not as an altruistic one (Ryan, Hughes, and Chirgwin, 2000). For this reason, identifying the role of hedonism in the intention to participate in ecotourism will further the body of knowledge in the tourism field and eliminate the discrepancies therein. Furthermore, the differences concerning the perceived impact of tourism by sample should become the focus of future attempts for shedding light on the interrelationship between values and travel-specific motivations.

Another noteworthy aspect of the findings here is the high explanatory level of global identity behind normative motivation. The fact that normative behaviors are explained by both global identity and the participation intention for ecotourism participation validates the tremendous importance that norms carry in the proposed model for explicating a particular behavior (Ajzen, 1991b). More specifically, this finding shows that norms still play a significant role in directing a specific aim or intention, and that identity is one of the most salient factors that help specific idea to permeate into communities as a norm. That is, if a global identity is adopted, this leads to creating its own norms. Besides, the values pointed to the views of the sample for the interrelation between global identity, and three types of ecotourism oriented-motivation were found to overrun the outputs of previous studies (Agyeiwaah et al., 2020; Der-Karabetian et al., 2014; Ng and Basu, 2019; Woosnam et al., 2019). Therefore, it can be explicitly postulated that global identity augments environment-specific motivations - normative, altruistic and biospheric. In spite of this, the finding also alludes that there exists a sample-specific condition, which may result from the value-oriented differences separating the participants from those in other cultures, thus paving the way for further investigation by considering the Hofstede' cultural dimensions - to provide an example in terms of research method and instruments.

Lastly, the outcome derived from the inner model shows that both biospheric and normative motivations augment the participation intention toward ecotourism. This finding converges with the previous studies outside the tourism literature (Bamberg and Möser, 2007; Chakraborty et al., 2017; Hameed and Khan, 2020; Rezvani et al., 2018; Westin et al., 2020) as well as tourism literature (Eriksson et al., 2006; Han et al., 2018; Hunecke et al., 2001; Lee and Jan, 2017; Rodríguez et al., 2021; Teng et al., 2013; Wang et al., 2021). Such agreement of the results points and underpins the assertion that attaching value to flora and fauna, and caring for adopted rules in a society leads to undertaking a certain degree of responsibility in the manner and spirit of preservation when travelling.

5.1. Theoretical Implications and Future Studies

The most significant contribution of the present work is its use of value-basis theory for environmental concerns. As it is seen that norms play a more significant role in comparison to the other factors within the theory, incorporating both personal and social norms into the research model of future studies will validate and extend the present knowledge on this subject. In addition, altruism was ascertained as a redundant factor in predisposing individuals to ecotourism. The core factor behind reaching such a finding was explicated with the

perceived hedonistic value attached to touristic activities. Accordingly, future attempts to extend the theory are advised to adopt hedonist-oriented constructs, instead. In addition, when monetary rewards (Dolnicar et al., 2019) are considered as an efficient factor in treating tourism pro-environmentally, further attempts in this area could expand our knowledge on the issue by explicating the moderating role of financial or hedonic motivation in the association between identity and the three motivation factors - altruistic, normative, and biospheric. Another point is that conscious consumption, highlighted as a factor for predisposing tourists to choose ecotourism (Beall et al., 2021), was not considered as a predictive factor inside the model employed in this work. Consequentially, financial, psychological or policy oriented (Özekici, 2022b) factors remains unaddressed, hence leading future attempts to fill the gap.

Next, the fact that the identity-specific factor has a moderate and upper level of explanatory power over value-based motivation validates and extends our present knowledge (Agyeiwaah et al., 2020; Der-Karabetian et al., 2014; Ng and Basu, 2019; Özekici and Küçükergin, 2022; Woosnam et al., 2019) regarding the role of identities as a motivational factor in the context of ecotourism. What is more, the theory in point was delineated to have the potential of integration with constructs from sociology as well (Özekici and Ünlüönen, 2019). This, in turn, can be assumed as compatible with the interdisciplinary structure of the tourism knowledge system. Besides, it was seen that the group with which an individual associates may become a determinative antecedent behind preferring a travel option. Therefore, the outcome of the present study contributes to the extant literature by delineating that identity represents a major factor which impacts the manner in which motivation takes place.

Finally, as for the methodological opportunities that the current study reveals, it should be stated that further longitudinal studies are required since the formation of pro-environmental behaviors is a slow process and brings with it a financial burden (Gatersleben et al., 2014). To accommodate for this element in research, longitudinal studies can be benefitted from to further enrich the literature.

Ethics Committee: Permission was obtained from Adıyaman University Ethics Committee at its meeting dated 15/12/2021 and numbered 167.

REFERENCE

Agag, G. (2019). Understanding the determinants of guests' behaviour to use green P2P accommodation. *International Journal of Contemporary Hospitality Management*, *31*(9), 3417–3446. https://doi.org/10.1108/IJCHM-09-2018-0755/FULL/PDF

Agyeiwaah, E., Pratt, S., Iaquinto, B. L., & Suntikul, W. (2020). Social identity positively impacts sustainable behaviors of backpackers. *Tourism Geographies*. https://doi.org/10.1080/14616688.2020.1819401

Ajzen, I. (1991a). The theory of planned behavior. *Organizational Behavior And Human Decision Processes*, *50*(2), 179–211.

Ajzen, I. (1991b). The Theory of Planned Behavior. *Organizational Behavior And Human Decision Processes*, *50*, 179–211.

Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, *84*(5), 888–918. https://doi.org/10.1037/0033-2909.84.5.888

Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology*, *27*(1), 14–25. https://doi.org/10.1016/J.JENVP.2006.12.002

Beall, J. M., Boley, B. B., Landon, A. C., & Woosnam, K. M. (2021). What drives ecotourism: environmental values or symbolic conspicuous consumption? *Journal of Sustainable Tourism*, *29*(8), 1215–1234. https://doi.org/10.1080/09669582.2020.1825458

Brislin, R. W. (1976). Comparative Research Methodology: Cross-Cultural Studies. *International Journal of Psychology*, *11*(3), 215–229. https://doi.org/10.1080/00207597608247359

Burke, P. J., & Reitzes, D. C. (1991). An Identity Theory Approach to Commitment. *Social Psychology Quarterly*, *54*(3), 239–252. https://doi.org/10.2307/2786653

Celo, O., Braakmann, D., & Benetka, G. (2008). Quantitative and qualitative research: Beyond the debate. *Integrative Psychological and Behavioral Science*, *42*(3), 266–290. https://doi.org/10.1007/S12124-008-9078-3/FIGURES/1

Chakraborty, A., Singh, M. P., & Roy, M. (2017). A study of goal frames shaping pro-environmental behaviour in university students. *International Journal of Sustainability in Higher Education*, *18*(7), 1291–1310. https://doi.org/10.1108/IJSHE-10-2016-0185/FULL/PDF

Chen, M. F. (2015). An examination of the value-belief-norm theory model in predicting pro-environmental behaviour in Taiwan. *Asian Journal of Social Psychology*, *18*(2), 145–151. https://doi.org/10.1111/AJSP.12096

Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, *36*, 221–230. https://doi.org/10.1016/J.IJHM.2013.09.006

Cleveland, M., & Laroche, M. (2007). Acculturaton to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, *60*(3), 249–259. https://doi.org/10.1016/j.jbusres.2006.11.006

Clifton, J., & Benson, A. (2009). Planning for Sustainable Ecotourism: The Case for Research Ecotourism in Developing Country Destinations. *Journal of Sustainable Tourism*, *14*(3), 238–254. https://doi.org/10.1080/09669580608669057

Cohen, J. (1992). Quantitative methods in psychology. *Psychological Bulletin*, *112*(1), 155–159.

Connelly, N. A., Brown, T. L., & Knuth, B. A. (2008). Assessing the relative importance of recall bias and nonresponse bias and adjusting for those biases in statewide angler surveys. *Human Dimensions of Wildlife*, *5*(4), 19–29. https://doi.org/10.1080/10871200009359192

Curran, P. J., West, S. G., & Finch, J. F. (1996). The robustness of test statistics to nonnormality and specification error in confirmatory factor analysis. *Psychological Methods*, *1*(1), 16–29.

Dann, G. M. S. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, *8*(2), 187–219. https://doi.org/10.1016/0160-7383(81)90082-7

De Groot, J., & Steg, L. (2010). Morality and Prosocial Behavior: The Role of Awareness, Responsibility, and Norms in the Norm Activation Model. *The Journal of Social Psychology*, *149*(4), 425–449. https://doi.org/10.3200/SOCP.149.4.425-449

De Young, R. (2014). Some behavioral aspects of energy descent: How a biophysical psychology might help people transition through the lean times ahead. *Frontiers in Psychology*, *5*, 1271. https://doi.org/10.3389/FPSYG.2014.01255/BIBTEX

Deci, E. L., Olafsen, A. H., & Ryan, R. M. (2017). Self-Determination Theory in Work Organizations: The State of a Science. *Annual Reviews*, *4*, 19–43. https://doi.org/10.1146/ANNUREV-ORGPSYCH-032516-113108

Deng, J., & Li, J. (2015). Self-identification of ecotourists. *Journal of Sustainable Tourism*, *23*(2), 255–279. https://doi.org/10.1080/09669582.2014.934374

Der-Karabetian, A., Yingxia, C., & Alfaro, M. (2014). Sustainable Behavior, Perceived Globalization Impact, World-Mindedness, Identity, and Perceived Risk in College Samples from the United States, China, and Taiwan. *Ecopsychology*, *6*(4), 218–233. https://doi.org/10.1089/ECO.2014.0035

Dobson, A. (2003). *Citizenship and the Environment*. Oxford: Oxford University Press.

Dolnicar, S., Knezevic Cvelbar, L., & Grün, B. (2019). A Sharing-Based Approach to Enticing Tourists to Behave More Environmentally Friendly. *Journal of Travel Research*, *58*(2), 241–252. https://doi.org/10.1177/0047287517746013

Eid, R., Agag, G., & Shehawy, Y. M. (2020). Understanding Guests' Intention to Visit Green Hotels: *Journal of Hospitality and Tourism Research*, *45*(3), 494–528. https://doi.org/10.1177/1096348020947800

Eriksson, L., Garvill, J., & Nordlund, A. M. (2006). Acceptability of travel demand management measures: The importance of problem awareness, personal norm, freedom, and fairness. *Journal of Environmental Psychology*, *26*(1), 15–26. https://doi.org/10.1016/J.JENVP.2006.05.003

Fang, W. T., Ng, E., Wang, C. M., & Hsu, M. L. (2017). Normative Beliefs, Attitudes, and Social Norms: People Reduce Waste as an Index of Social Relationships When Spending Leisure Time. *Sustainability*, *9*(10). https://doi.org/10.3390/SU9101696

Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, *39*(2), 175–191. https://doi.org/10.3758/BF03193146

Fennell, D. A. (1999). *Ecotourism: An Introduction*. London: Routledge.

Fishbein, M. (1980). A theory of reasoned action: Some applications and implications. - PsycNET. *Nebraska Symposium on Motivation*, 65–116.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Addison-Wesley: Reading, MA.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Gatersleben, B., Murtagh, N., & Abrahamse, W. (2014). Values, identity and pro-environmental behaviour. *Contemporary Social Science*, *9*(4), 374–392. https://doi.org/10.1080/21582041.2012.682086

Gkargkavouzi, A., Halkos, G., & Matsiori, S. (2019). Development and validation of a scale for measuring Multiple Motives toward Environmental Protection (MEPS). *Global Environmental Change*, *58*, 101971. https://doi.org/10.1016/J.GLOENVCHA.2019.101971

Gollwitzer, P. M., & Bargh, J. A. (1996). *The Psychology of Action: Linking Cognition and Motivation to Behavior*. New York: Gullford Press.

Gupta, A., & Sharma, R. (2019). Pro - environmental behaviour of adventure tourists: an applicability of value belief norm theory. *Tourism: An International Interdisciplinary Journal*, *67*(3), 253–267.

Hair, J. (2009). Multivariate Data Analysis: A Global Perspective. In *Faculty Publications* (7th ed.). Prentice Hall. Retrieved from https://digitalcommons.kennesaw.edu/facpubs/2925

Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Los Angeles: Sage.

Hair, J., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hameed, I., & Khan, K. (2020). An extension of the goal-framing theory to predict consumer's sustainable behavior for home appliances. *Energy Efficiency*, *13*(7), 1441–1455. https://doi.org/10.1007/S12053-020-09890-4/TABLES/7

Han, H. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, *47*, 164–177. https://doi.org/10.1016/J.TOURMAN.2014.09.014

Han, H., Olya, H. G. T., Cho, S. bai, & Kim, W. (2018). Understanding museum vacationers' eco-friendly decision-making process: strengthening the VBN framework. *Journal of Sustainable Tourism*, *26*(6), 855–872. https://doi.org/10.1080/09669582.2017.1377210/SUPPL_FILE/RSUS_A_1377210_SM8153.DOCX

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hett, E. J. (1993). *The development of an instrument to measure global-mindedness*. University of San Diego.

Hogg, M. A., Terry, D. J., & White, K. M. (1995). A Tale of Two Theories: A Critical Comparison of Identity Theory with Social Identity Theory. *Social Psychology Quarterly*, *58*(4), 255. https://doi.org/10.2307/2787127

Holmes, M. R., Dodds, R., & Frochot, I. (2019). At Home or Abroad, Does Our Behavior Change? Examining How Everyday Behavior Influences Sustainable Travel Behavior and Tourist Clusters: *Journal of Travel Research*, *60*(1), 102–116. https://doi.org/10.1177/0047287519894070

Hoyer, W., & MacInns, D. (2004). *Consumer Behavior*. Boston: Houghton Mifflin.

Hunecke, M., Blöbaum, A., Matthies, E., & Höger, R. (2001). Responsibility and Environment: Ecological Norm Orientation and External Factors in the Domain of Travel Mode Choice Behavior. *Environment and Behavior*, *33*(6), 830–852. https://doi.org/10.1177/00139160121973269

Juvan, E., & Dolnicar, S. (2016). Measuring environmentally sustainable tourist behaviour. *Annals of Tourism Research*, *59*, 30–44. https://doi.org/10.1016/J.ANNALS.2016.03.006

Karlberg, M. (2008). Discourse, Identity, and Global Citizenship. *Peace Review*, *20*(3), 310–320. https://doi.org/10.1080/10402650802330139

Kellison, T. B., Bunds, K. S., Casper, J. M., & Newman, J. I. (2017). Public parks usage near hydraulic fracturing operations. *Journal of Outdoor Recreation and Tourism*, *18*, 75–80. https://doi.org/10.1016/J.JORT.2017.02.006

Kormos, C., Gifford, R., & Brown, E. (2014). The Influence of Descriptive Social Norm Information on Sustainable Transportation Behavior: A Field Experiment. *Environment and Behavior*, *47*(5), 479–501. https://doi.org/10.1177/0013916513520416

Le, T. H., Wu, H. C., Huang, W. S., Liou, G. B., Huang, C. C., & Hsieh, C. M. (2021). Evaluating Determinants of Tourists' Intentions to Agrotourism in Vietnam using Value – Belief – Norm Theory. *Journal of Travel and Tourism Marketing*, *38*(9), 881–899. https://doi.org/10.1080/10548408.2021.1985040

Lee, Y., & Jan, F.-H. (2017). Ecotourism Behavior of Nature-Based Tourists: An Integrative Framework: *Journal of Travel Research*, *57*(6), 792–810. https://doi.org/10.1177/0047287517717350

Lee, Y., Kim, S., Seock, Y. K., & Cho, Y. (2009). Tourists' attitudes towards textiles and apparel-related cultural products: A cross-cultural marketing study. *Tourism Management*, *30*(5), 724–732. https://doi.org/10.1016/J.TOURMAN.2008.10.007

Li, Q., & Wu, M. (2020). Tourists' pro-environmental behaviour in travel destinations: benchmarking the power of social interaction and individual attitude. *Journal of Sustainable Tourism*, *28*(9), 1371–1389. https://doi.org/10.1080/09669582.2020.1737091

Lindenberg, S., & Steg, L. (2007). Normative, Gain and Hedonic Goal Frames Guiding Environmental Behavior. *Journal of Social Issues*, *63*(1), 117–137. https://doi.org/10.1111/J.1540-4560.2007.00499.X

Lu, A. C. C., Gursoy, D., & Chiappa, G. Del. (2014). The Influence of Materialism on Ecotourism Attitudes and Behaviors: *Journal of Travel Reseach*, *55*(2), 176–189. https://doi.org/10.1177/0047287514541005

Makri, K., Papadas, K., & Schlegelmilch, B. B. (2021). Global social networking sites and global identity: A three-country study. *Journal of Business Research*, *130*, 482–492. https://doi.org/10.1016/J.JBUSRES.2019.11.065

Maloney, M. P., & Ward, M. P. (1973). Ecology: Let's hear from the people: An objective scale for the measurement of ecological attitudes and knowledge. *American Psychologist*, *28*(7), 583–586. https://doi.org/10.1037/H0034936

Mandić, A., & Vuković, M. (2021). Millennials attitudes, choices and behaviour - integrative analysis. *Journal of Ecotourism*. https://doi.org/10.1080/14724049.2021.1932925

McGladdery, C. A., & Lubbe, B. A. (2017). International educational tourism: Does it foster global learning? A survey of South African high school learners. *Tourism Management*, *62*, 292–301. https://doi.org/10.1016/J.TOURMAN.2017.05.004

Min, C., & Kim, H. (2013). Relationship between cross-cultural attitudes and attitudes toward the foreign language study of tourism majors: the South Korean Case. *Journal of Tourism and Cultural Change*, *11*(1–2), 109–125. https://doi.org/10.1080/14766825.2013.801486

Morais, D. B., & Ogden, A. C. (2011). Initial development and validation of the global citizenship scale. *Journal of Studies in International Education*, *15*(5), 445–466. https://doi.org/10.1177/1028315310375308

Ng, S., & Basu, S. (2019). Global Identity and Preference for Environmentally Friendly Products: The Role of Personal Responsibility: *Journal of Cross-Cultural Psychology*, *50*(8), 919–936. https://doi.org/10.1177/0022022119873432

Nijssen, E. J., & Douglas, S. P. (2008). Consumer World-Mindedness, Social-Mindedness, and Store Image: *Journal of International Marketing*, *16*(3), 84–107. https://doi.org/10.1509/JIMK.16.3.84

Oyserman, D. (2009). Identity-based motivation and consumer behavior. *Journal of Consumer Psychology*, *19*(3), 276–279. https://doi.org/10.1016/J.JCPS.2009.06.001

Özekici, Y. K. (2022a). Extending Value-Belief and Norm Theory with Social Identity for Preventing Food Waste at Restaurants. *Turizm Akademik Dergisi*, *9*(1), 273–291.

Özekici, Y. K. (2022b). Repercussions of Social Credit System as an ICT-Based Management System on Tourism System. *Gaziantep University Journal of Social Sciences*, *21*(2), 1078–1099.

Özekici, Y. K., & Küçükergin, K. G. (2022). The role of COVID-19 anxiety and social contact within technology readiness and acceptance model for virtual reality: *Journal of Vacation Marketing*. https://doi.org/10.1177/13567667221109268

Özekici, Y. K., & Ünlüönen, K. (2019). Reflection of acculturation in tourism: A systematic literature review. *International Journal of Tourism Anthropology*, Vol. 7, pp. 284–308. Inderscience Publishers. https://doi.org/10.1504/ijta.2019.107322

Pelletier, L. G., Tuson, K. M., Green-Demers, I., Noels, K., & Beaton, A. M. (1998). Why Are You Doing Things for the Environment? The Motivation Toward the Environment Scale (MTES)1. *Journal of Applied Social Psychology*, *28*(5), 437–468. https://doi.org/10.1111/J.1559-1816.1998.TB01714.X

Rahman, I., & Reynolds, D. (2016). Predicting green hotel behavioral intentions using a theory of environmental commitment and sacrifice for the environment. *International Journal of Hospitality Management*, *52*, 107–116. https://doi.org/10.1016/J.IJHM.2015.09.007

Rezvani, Z., Jansson, J., & Bengtsson, M. (2018). Consumer motivations for sustainable consumption: The interaction of gain, normative and hedonic motivations on electric vehicle adoption. *Business Strategy and the Environment*, *27*(8), 1272–1283. https://doi.org/10.1002/BSE.2074

Ringle, C. M., Da Silva, D., & Bido, D. (2015). Structural equation modeling with the SmartPLS. *Brazilian Journal of Marketing*, *13*(2), 56–73.

Ringle, C. M., Wende, S., & Becker, J.-M. (2015). SmartPLS 3. *Boenningstedt: SmartPLS GmbH, Http://Www. Smartpls. Com*.

Rodríguez, M., Pérez, L. M., & Alonso, M. (2021). The impact of egoistic and social-altruistic values on consumers' intention to stay at safe hotels in the COVID-19 era: a study in Spain. *Current Issues in Tourism*, 1–8. https://doi.org/10.1080/13683500.2021.2008881

Roman, L. G. (2003). Education and the Contested Meanings of 'Global Citizenship.' *Journal of Educational Change 2003 4:3*, *4*(3), 269–293. https://doi.org/10.1023/B:JEDU.0000006164.09544.AC

Ryan, C., Hughes, K., & Chirgwin, S. (2000). The gaze, spectacle and ecotourism. *Annals of Tourism Research*, *27*(1), 148–163. https://doi.org/10.1016/S0160-7383(99)00061-4

Sarstedt, M., Hair, J., Cheah, J. H., Becker, J. M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal (AMJ)*, *27*(3), 197–211. https://doi.org/10.1016/J.AUSMJ.2019.05.003

Schattle, H. (2008). *The practices of global citizenship*. Lanham: Rowman and Littlefield Publication.

Schultz, P. W. (2000). The effects of perspective taking on concern for environmental issues. *Journal of Social Issues*, *56*, 391–406.

Schultz, P. W. (2001). THE STRUCTURE OF ENVIRONMENTAL CONCERN: CONCERN FOR SELF, OTHER PEOPLE, AND THE BIOSPHERE. *Journal of Environmental Psychology*, *21*(4), 327–339. https://doi.org/10.1006/JEVP.2001.0227

Schwartz, S. H. (1973). Normative explanations of helping behavior: A critique, proposal, and empirical test. *Journal of Experimental Social Psychology*, *9*(4), 349–364. https://doi.org/10.1016/0022-1031(73)90071-1

Schwartz, S. H. (1977). Normative influences on altruism. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (pp. 221–279). New York Academic Press.

Schwartz, S. H., & Bilsky, W. (1990). Toward a theory of the universal content and structure of values: Extensions and cross-cultural replications. *Journal of Personality and Social Psychology*, 878–891. Retrieved from https://psycnet.apa.org/buy/1990-25308-001

Schwartz, S. H., & Clausen, G. T. (1970). Responsibility, norms, and helping in an emergency. *Journal of Personality and Social Psychology*, *16*, 299–310.

Sparks, P., & Shepherd, R. (1992). Self-Identity and the Theory of Planned Behavior: Assesing the Role of Identification with "Green Consumerism." *Social Psychology Quarterly*, *55*(4), 399. https://doi.org/10.2307/2786955

Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2012). The Significance of Hedonic Values for Environmentally Relevant Attitudes, Preferences, and Actions: *Environment and Behavior*, *46*(2), 163–192. https://doi.org/10.1177/0013916512454730

Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of Environmental Psychology*, *29*(3), 309–317. https://doi.org/10.1016/J.JENVP.2008.10.004

Stern, P. (2000). Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, *56*(3), 407–424.

Stern, P., & Dietz, T. (1994). The value basis of environmental concern. *Journal of Social Issues*, *50*(3), 65–84.

Stern, P., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, N. (1999). A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism on JSTOR. *Human Ecology Review*, *6*(2), 81–97.

Stets, J. E., & Burke, P. J. (2000). Identity theory and social identity theory. *Social Psychology Quarterly*, *63*(3), 224–237. https://doi.org/10.2307/2695870

Stryker, S. (1984). Identity theory: Developments and extensions. - PsycNET. *Bulletin of the British Psychological Society*, *37*, 89–103.

Tajfel, H. (1974). Social identity and intergroup behaviour: *Social Science Information*, *13*(2), 65–93. https://doi.org/10.1177/053901847401300204

Tajfel, H. (1982). Social Psychology of Intergroup Relations. *Http://Dx.Doi.Org/10.1146/Annurev.Ps.33.020182.000245*, *33*(1), 75–86. https://doi.org/10.1146/ANNUREV.PS.33.020182.000245

Tajfel, H., & Turner, J. (1979). An Integrative Theory of Intergroup Conflict. In M. J. Hatch & M. Schultz (Eds.), *Organizational Identity: A Reader*. Oxford University Press.

Teng, Y.-M., Wu, K.-S., & Liu, H.-H. (2013). Integrating Altruism and the Theory of Planned Behavior to Predict Patronage Intention of a Green Hotel: *Journal of Hospitality and Tourism Research*, *39*(3), 299–315. https://doi.org/10.1177/1096348012471383

Türken, S., & Rudmin, F. W. (2013). On Psychological Effects of Globalization: Development of a Scale of Global Identity. *Psychology and Society*, *5*(2), 63–89.

Usakli, A., & Küçükergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism: Do researchers follow practical guidelines? *International Journal of Contemporary Hospitality Management*, *30*(11), 3462–3512. https://doi.org/10.1108/IJCHM-11-2017-0753

Van der Werff, E., Steg, L., & Keizer, K. (2013). It is a moral issue: The relationship between environmental self-identity, obligation-based intrinsic motivation and pro-environmental behaviour. *Global Environmental Change*, *23*(5), 1258–1265. https://doi.org/10.1016/J.GLOENVCHA.2013.07.018

Verma, V. K., Chandra, B., & Kumar, S. (2019). Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention. *Journal of Business Research*, *96*, 206–216. https://doi.org/10.1016/J.JBUSRES.2018.11.021

Wang, L. (2020). Determinants of Consumers Purchase Attitude and Intention Toward Green Hotel Selection. *Journal of China Tourism Research*. https://doi.org/10.1080/19388160.2020.1816241

Wang, L., Wang, Z. X., Zhang, Q., Jebbouri, A., & Wong, P. P. W. (2021). Consumers' intention to visit green hotels – a goal-framing theory perspective. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2021.1977937

Wang, L., Wong, P. P. W., & Narayanan Alagas, E. (2020). Antecedents of green purchase behaviour: an examination of altruism and environmental knowledge. *International Journal of Culture, Tourism, and Hospitality Research*, *14*(1), 63–82. https://doi.org/10.1108/IJCTHR-02-2019-0034/FULL/PDF

Wang, P., Liu, Q., & Qi, Y. (2014). Factors influencing sustainable consumption behaviors: a survey of the rural residents in China. *Journal of Cleaner Production*, *63*, 152–165. https://doi.org/10.1016/J.JCLEPRO.2013.05.007

Wang, Y., Wang, S., Wang, J., Wei, J., & Wang, C. (2020). An empirical study of consumers' intention to use ride-sharing services: using an extended technology acceptance model. *Transportation*, *47*(1), 397–415. https://doi.org/10.1007/S11116-018-9893-4

Weaver, D. B. (2001). Ecotourism in the Context of Other Tourism Types. In D. B. Weaver (Ed.), *The Encyclopedia of Ecotourism* (pp. 73–88). New York: CABI Publishing.

Westin, K., Nordlund, A., Jansson, J., & Nilsson, J. (2020). Goal Framing as a Tool for Changing People's Car Travel Behavior in Sweden. *Sustainability 2020, Vol. 12, Page 3695*, *12*(9), 3695. https://doi.org/10.3390/SU12093695

Woosnam, K. M., Strzelecka, M., Nisbett, G. S., & Keith, S. J. (2019). Examining Millennials' Global Citizenship Attitudes and Behavioral Intentions to Engage in Environmental Volunteering. *Sustainability*, *11*(8), 1–18. https://doi.org/10.3390/SU11082324

Wynveen, C. J., Kyle, G. T., & Tarrant, M. A. (2011). Study Abroad Experiences and Global Citizenship: Fostering Proenvironmental Behavior. *Journal of Studies in International Education*, *16*(4), 334–352. https://doi.org/10.1177/1028315311426782

Yang, X., Chen, S. C., & Zhang, L. (2020). Promoting sustainable development: A research on residents' green purchasing behavior from a perspective of the goal-framing theory. *Sustainable Development*, *28*(5), 1208–1219. https://doi.org/10.1002/SD.2070

Zhang, Y., & Khare, A. (2009). The impact of accessible identities on the evaluation of global versus local products. *Journal of Consumer Research*, *36*(3), 524–537. https://doi.org/10.1086/598794/2/M_36-3-524-FIG001.JPEG

Beyan ve Açıklamalar (Disclosure Statements)

1. Bu çalışmanın yazarları, araştırma ve yayın etiği ilkelerine uyduklarını kabul etmektedirler (The authors of this article confirm that their work complies with the principles of research and publication ethics).

2. Yazarlar tarafından herhangi bir çıkar çatışması beyan edilmemiştir (No potential conflict of interest was reported by the authors).

3. Bu çalışma, intihal tarama programı kullanılarak intihal taramasından geçirilmiştir (This article was screened for potential plagiarism using a plagiarism screening program).