

Tourists' green tourism practices: the influence of spiritual beliefs and destination respect – an exploratory study

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Understanding the factors that motivate tourists to embrace green tourism practices is essential for developing sustainable development, particularly in the context of developing mass tourism. This study develops a framework by integrating the Theory of Planned Behavior and the Norm Activation Model to explore the impact of spiritual beliefs and destination respect on green tourism practices. The study employs a qualitative approach by combining ethnographic fieldwork, participant observation, and semi-structured in-depth interviews with stakeholders. Con Dao, Vietnam, was chosen as a case study because of its relevance to the research problem. The results indicate that a profound sense of spiritual belief and destination respect plays a crucial role in influencing tourists' green tourism behaviors. Tourists who view the destination as rich in cultural, ecological, and spiritual significance are more likely to participate in eco-friendly behaviors proactively. Moreover, although personal norms are significant, tourists should be given practical opportunities and supportive external conditions to embrace actual green behaviors. The findings of the study have resulted in some managerial implications to advance tourists' awareness of the historical, cultural, spiritual, and ecological values of the destination. Furthermore, the theoretical contribution of the research implies the necessity of keeping two fresh elements under consideration and developing current theories to examine green tourism behavior.

Keywords: *Green tourism, Spiritual belief, Destination respect, Participation opportunity, Personal norm*

1 INTRODUCTION

The preservation and sustainable development of destinations depend critically on the green tourism practices of tourists (Srivastava, 2024). They can negatively affect the destination and are major consumers of resources. It is important to learn about the reasons behind their adoption of eco-friendly tourism practices, which have been widely explored in the fields of environmental and tourism studies. Despite the identification of numerous factors, the root of the issue appears to remain undiscovered.

Scholarly, these behaviors are shaped by certain factors, including environmental knowledge, perceived behavioral control, subjective norms, environmental concerns, the ability to participate, and the desire for self-expression (Ibnou-Laaroussi et al., 2020; Leonidou et al., 2015). Previous studies have closely investigated the elements

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influencing such practice, mostly stressing the need for social responsibility perceptions and subjective norms (Amoah et al., 2023; Untoro et al., 2021).

The above factors may have been almost saturated in explaining green tourism behavior. Notwithstanding this, there is still a great knowledge vacuum regarding the particular elements influencing green tourism behavior in respect to particular destinations (Satta et al., 2019). New elements can be found when researching particular sites, so augmenting the body of knowledge by means of empirical results. With an eye toward Con Dao, Vietnam, this paper aims to investigate how tourists on an island with a historical background practice green tourism.

Before 1975, Con Dao was historically the biggest place for political prisoners in Vietnam, used for exile and detention. Nowadays, Con Dao is a famous destination in Vietnam because of its immaculate beaches and unspoiled natural surroundings. While tightly implementing green tourism practices to address environmental issues, the island is actively seeking the development of ecotourism, spiritual tourism, and marine tourism.

Con Dao's tourism is of enormous importance in spiritual terms as well. With many people visiting to honor martyrs like Ms. Vo Thi Sau, a resilient young female political prisoner, the island has grown into a site for spiritual tourism. But pilgrimage activities by tourists generate large amounts of paper and plastic waste from their offerings, which raises environmental issues. Apart from that, the growing number of pilgrims and tourists arriving at Con Dao for tourism raises questions regarding the tourism carrying capacity and sustainability of this island. The island welcomed 48,000 tourists in 2024, a 220% increase over 2023. This results from the policy of more flights arriving here.

Fascinatingly, tourists to Con Dao adhere to the guidelines on green tourism and environmentally friendly pilgrimage rather carefully. This makes the study engaging and encourages further investigation into the factors that inspire tourists. Participant observations and informal discussions with people on the island suggested spiritual motivation and respect for it.

The originality of this study lies in its emphasis on the components of holy trust and respect for the destination, which are elements that have not been extensively investigated within the framework of environmentally friendly tourism practices. To find the reasons behind tourists' green tourism habits, the study uses a qualitative approach, including ethnographic fieldwork, participant observation, and semi-structured in-depth interviews with stakeholders. This method helps one to grasp how these special elements affect the green tourism behaviors of tourists to Con Dao.

Through clarifying the particular reasons behind green tourism in Con Dao, this study adds to the larger conversation on environmentally friendly tourism. It emphasizes the need to include spiritual and respect-related aspects in green tourism plans, so offering ideas for managers, businesses, and communities at tourist destinations needs to be strictly preserved.

2 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Literature review

2.1.1 *Green tourism and green tourism practices*

Green tourism, also referred to as sustainable tourism or ecotourism, focuses on reducing the negative effects of travel on the environment while maximizing the socio-economic advantages for nearby communities (Satta et al., 2019). This strategy seeks

to strike a mix between economic growth, cultural preservation, and environmental preservation. Key points of view on green tourism include economic viability, environmental sustainability, and cultural sensitivity (Jones, 1987; Srivastava, 2024). Energy-efficient hotels and sustainable transportation are two examples of sustainable practices that lower pollution, preserve natural resources, and safeguard ecosystems (Henderson et al., 2001).

Emphasizing respect and preservation of local cultures and traditions, cultural sensitivity invites tourists to interact with local people in ways that honor their history (Hong et al., 2003). Economic viability aims to give local communities economic advantages by means of employment creation, support of local businesses, and fair trade promotion, so ensuring that tourism income supports the long-term viability of the destination (Hong et al., 2003).

Green tourism practices by tourists refer to a spectrum of activities and choices meant to support environmental objectives (Hong et al., 2003). Among these activities are helping with conservation to preserve natural habitats and species, using resources like water and energy wisely, and minimizing waste by means of material reduction, reusing, and recycling. Another important component is ethical decisions involving the choice of tour operators, lodging, and events following sustainable policies.

2.1.2 Factors affecting green tourism practice

There are several factors influencing how environmentally friendly the tourist behaviors are (shown in Table 1).

Tourists' behavior is much shaped by green awareness, that is, knowledge and understanding of environmental problems and sustainable practices (Ibnou-Laaroussi et al., 2020). Driven by ethical concerns and a wish to help the destination, social responsibility is also significant (Mai et al., 2020). A tourist's decision-making could be driven by subjective norms because individuals are more likely to adhere to green practices if these behaviors are considered as the standard in their social group (López-Sánchez and Pulido-Fernández, 2017; Roman et al., 2008).

Green tourism practice is further influenced by personal expression, whereby tourists use their tourism decisions to reflect their values and opinions. Another element promoting sustainable practices is volunteer tourism, whereby tourists participate in voluntary work during their trips, usually connected to environmental preservation or community development (Olsen et al., 2018). Additionally, studies usually concentrate on demographic factors such as income, occupation, education level, gender, and age. Although the results are frequently unclear, they generally demonstrate that tourist groups with varying backgrounds will present distinct practice behaviors (IBNou-Laaroussi et al., 2020). Further shaping tourists' participation in green tourism are personal values, cultural background, financial benefits, and the availability of sustainable choices (Ramchurjee and Ramchurjee, 2018; Xuan et al., 2024).

The findings of the literature review demonstrate the widespread use of the factors identified. However, new factors might be discovered in certain situations. This study introduces two new elements: spiritual beliefs and respect for the destination.

These elements are included in line with field studies carried out in Con Dao and secondary data on the local tourism industry. Con Dao's green tourism policies are regarded as especially more focused and successful than those of other Vietnamese islands. According to a preliminary study of tourists, their impressions of green tourism policies are much influenced by their spiritual beliefs and respect for the destination.

Table 1 Factors affecting green tourism practice

Factor	Description	Citation
Environmental knowledge	Awareness and understanding of environmental issues and sustainable practices.	Amalia et al., 2024; Han, 2015; Ibnou-Laaroussi et al., 2020; Kiatkawsin and Han, 2017; Saari et al., 2021
Perceived behavior control	The belief in one's ability to engage in green tourism practices is based on available resources.	Kiatkawsin and Han, 2017; Kline et al., 2007; Lee and Lina Kim, 2018; Park et al., 2022
Subjective norms	The influence of social expectations and the perceived pressure to act sustainably.	Ibnou-Laaroussi et al., 2020; Kiatkawsin and Han, 2017; Kim et al., 2024; Lee and Lina Kim, 2018
Environmental concerns	The degree of care and concern tourists have about the environment and its preservation.	Amalia et al., 2024; Han, 2015; Ibnou-Laaroussi et al., 2020; Kiatkawsin and Han, 2017; Saari et al., 2021
Participation opportunities	The availability of programs, activities, or facilities that allow tourists to engage in green tourism practices.	Chao, 2017; Dunk et al., 2016; Ibnou-Laaroussi et al., 2020; Zhang and Chan, 2021
Participation ability	Tourists' capacity, in terms of skills and resources, to take part in green tourism activities.	Dunk et al., 2016; Han, 2015; Phung et al., 2023; Zhang and Chan, 2021
Need for Self-Expression	The desire to reflect personal values, such as environmentalism, through travel choices.	Han, 2015; Waris and Mohd Suki, 2024
Demographic factors: Gender, age, education level, occupation, etc.	Demographic factors that influence attitudes and practices toward sustainability in tourism.	Han et al., 2011; Ibnou-Laaroussi et al., 2020; Polnyotee and Thadaniti, 2014
Personal values	Individual beliefs and values that shape decision-making, including commitment to environmental protection.	Cheng et al., 2019; Dangwal et al., 2022; Han, 2015; Zhang and Chan, 2021
Cultural background	Cultural norms and traditions that can affect how people perceive and engage with sustainable tourism.	Grabowski et al., 2016; Wang et al., 2021
Economic incentives	Financial motivations, such as discounts or rewards, that encourage tourists to choose eco-friendly options.	Gaba, 2013; Lordkipanidze et al., 2005; Mohsin et al., 2020

Source: Author.

The island's holy relevance drives this respect for it. A tourist's attitude to green tourism can be much influenced by their spiritual beliefs. Many spiritual traditions regard nature as holy, providing a sense of responsibility for its preservation (Saxena et al., 2020). Certain ideas, for example, might inspire tourists to minimize their

environmental impact, avoid bad behavior, or participate in environmentally friendly activities (Choe and Mahyuni, 2023; Saxena et al., 2020).

Destination respect is the awareness and consideration tourists show toward local culture, traditions, and the natural surroundings of the destinations they visit (Choe and Mahyuni, 2023; Yusuf and Praptika, 2023). This component goes beyond simple environmentalism to include respecting regional traditions, historical landmarks, wildlife, and the welfare of local residents (Saxena et al., 2020). Those who are driven by respect for their destination are more likely to follow cultural norms, support local businesses, and minimize waste, among other sustainable activities.

To add to the body of literature, the ideas mentioned above will be tested through a particular case study.

2.2 Theoretical framework

This study proposes a theoretical framework that integrates the Theory of Planned Behavior (TPB) (Han, 2015; Phung et al., 2023) and the Norm Activation Model (NAM) (Meng et al., 2020; Waris and Mohd Suki, 2024) with three novel constructs: spiritual beliefs, destination respect, and participation opportunities (shown in Figure 1). These additions are not only reflective of the specific socio-cultural context of Con Dao, Vietnam, but also serve as theoretical contributions that refine and expand classical behavioral models in the field of sustainable tourism.

2.2.1 *Integration of TPB and contextual constructs*

The TPB has been widely applied to understand behavioral intentions through the interaction of attitudes, subjective norms, and perceived behavioral control (Han, 2015; Phung et al., 2023). In the context of this study, the TPB is not applied in its original form but is selectively adapted to capture the nuanced motivations of green tourists in Con Dao. Specifically, two new constructs, spiritual beliefs and destination respect, are introduced as dimensions of tourist attitudes. These reflect a deeper layer of internalized values and emotional attachment that may not be captured by generic attitude measures.

Spiritual beliefs reflect how individuals perceive the natural environment through the lens of spirituality and morality. Prior studies suggest that spiritual worldviews can inspire individuals to act in environmentally responsible ways by perceiving nature as sacred or ethically significant (Dayoub et al., 2020; Saxena et al., 2020; Kato and Prozano, 2017). In a destination like Con Dao, known for its spiritual history and tranquil natural landscapes, spiritual beliefs are likely to have a major effect on tourists' intentions and behaviors.

Destination respect refers to a tourist's sense of reverence and responsibility toward the destination's cultural, historical, and ecological value. Respect for place has been shown to influence behavior by encouraging tourists to minimize negative impacts and act in harmony with local norms and traditions (Dayoub et al., 2020; Pratiecto et al., 2016). In this study, destination respect is conceptualized as a specific, affect-laden component of attitude that aligns sustainable behavior with ethical responsibility.

Moreover, the TPB component of perceived behavioral control is operationalized in this framework as participation opportunities and participation ability, reflecting the actual availability of green tourism options and the personal capacity of tourists to engage with them. This adaptation allows the framework to move beyond abstract

constructs and instead focus on observable factors, which are particularly valuable for qualitative investigation (Nguyen et al., 2023; Dangi and Petrick, 2021; Dunk et al., 2016).

2.2.2 *Integration of NAM and the role of personal norms*

While the TPB provides a foundation for understanding rational decision-making processes, the NAM introduces the moral and normative dimensions of individual behavior. According to NAM, personal norms are central to explaining pro-environmental behavior and are activated when individuals are aware of the negative consequences of inaction and accept responsibility for those consequences (Meng et al., 2020; Waris and Mohd Suki, 2024).

In contemporary tourism contexts where individuals are less influenced by collective social expectations, personal norms may serve as a more robust predictor of behavior than subjective norms. Unlike subjective norms, which stem from perceived external pressure, personal norms emerge from internalized values and moral responsibility. This distinction is critical in understanding tourist behaviors that are self-directed, value-driven, and context-sensitive.

In this study, spiritual beliefs, destination respect, participation opportunities, and participation ability are treated as antecedents to the formation of personal norms. This reflects a departure from traditional linear models and recognizes the complex interplay of emotional, ethical, and practical influences on individual behavior. Once activated, personal norms are expected to influence actual green tourism practices, making them a key mediating construct within the analytical framework.

2.2.3 *Novelty and theoretical contribution*

The novelty of this framework lies in its deliberate and meaningful adaptation of existing theories to a specific and underexplored context. First, the integration of spiritual beliefs and destination respect as culturally relevant extensions of tourist attitudes reflects a place-based approach that accounts for emotional and ethical attachments often overlooked in mainstream tourism theory. These constructs offer new theoretical lenses for interpreting how tourists relate to destination environments, particularly in areas imbued with spiritual and historical significance like Con Dao.

Second, the operationalization of perceived behavioral control into participation opportunities and participation ability enhances the explanatory power of TPB by grounding it in practical, observable realities. This adaptation allows for richer qualitative inquiry by focusing on tourists' actual experiences, constraints, and resources, rather than on abstract perceptions.

Third, by substituting subjective norms with personal norms, the framework aligns with broader societal trends in which individual moral responsibility increasingly guides sustainable choices. This shift offers a contemporary perspective that better reflects the motivational structures of autonomous and environmentally conscious tourists.

Finally, the integration of TPB and NAM into a hybrid moral–cognitive framework, supported by new contextual constructs, offers a balanced explanation of green tourism behavior. It captures the interaction between rational decision-making, emotional commitment, and ethical responsibility, elements that are critical in understanding sustainability in tourism yet rarely addressed in combination.

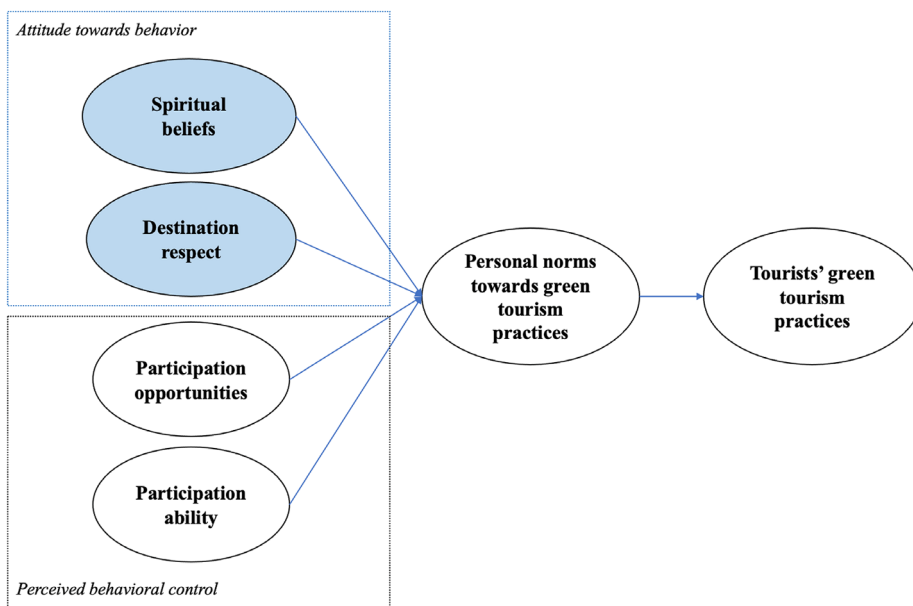


Figure 1 Research analytical framework

3 METHOD

3.1 Case study context, participants, and data collection

The data collection for this study was conducted alongside tourism training sessions in Con Dao and through participant observation and on-site surveys. During these sessions, we observed that local tourism managers and travel agencies frequently emphasized the sacred image of Con Dao and the importance of respecting the destination. Building on this insight, the study was designed to explore their perspectives on tourists' green tourism practices, focusing on the influence of spiritual beliefs and destination respect.

To achieve the research objectives, three research techniques, including ethnographic fieldwork, participant observation, and semi-structured in-depth interviews, were used in combination, specifically as follows:

3.1.1 Ethnographic fieldwork, participant observation

The survey was conducted during the author's participation in events at Hang Duong Cemetery, where the majority of tourists engage in prayer, including the practice of utilizing sustainable offerings (recycling plastic and paper). The author conducted a survey at Con Dao National Park to analyze the green tourism behaviors of tourists. The author engaged in a tour to observe sea turtles nesting, aiming to investigate tourists' attitudes toward the preservation and respect for the island's imperative ecosystem.

3.1.2 *Semi-structured in-depth interviews*

On-site questionnaires were also carried out to investigate these elements from the standpoint of stakeholders. Local managers were chosen from the training participants, while tourism enterprises comprised the hotel owner where the author stayed and were recommended by them. Tourists were randomly chosen from the surveyed locations for their green tourism behavior.

They were introduced to the goal of the survey, data confidentiality, and the delicate character of questions connected to religion. In-depth interviews were conducted only with those who agreed to take part. Practically, only 10 of the more than 30 tourists that were contacted agreed to share their views since talking about spiritual beliefs is a delicate subject.

Ten domestic tourists, two local tourism managers, and three tourism businesses took part in this study by providing their viewpoints (participants' demographics are shown in Table 2). Each participant participated in a semi-structured, in-depth interview focusing on the elements and relationships described in the research framework. An organized process was used to conduct the in-depth interviews. Following the general overview, participants were asked open-ended questions to progressively delve into the main topic, which included their religious views, their beliefs when they arrived on the island, and their opinions of the local ecosystem and culture. They were questioned regarding their implementation of eco-friendly tourism practices, their motivations, and the impact of the study's suggested factors. After that, the questions progressed to examine the participants' perspectives. Each interview lasted between 30 and 60 minutes.

In addition to in-person interviews on the island, online interviews were conducted via phone calls. This process was carried out between June and August 2024.

This study focuses exclusively on domestic Vietnamese tourists, which presents a limitation in terms of the generalizability of findings to international audiences. The decision to exclude international tourists is intentional and theoretically grounded, as the constructs of spiritual belief and destination respect are deeply embedded in Vietnamese cultural, historical, and religious contexts. Participants frequently referenced national history, folk spirituality, and collective cultural memory specific to Con Dao, elements that are less likely to resonate with international tourists unfamiliar with these narratives.

As such, including international tourists without shared cultural references could have diluted the depth and authenticity of the qualitative insights. Nevertheless, future research is encouraged to explore how these constructs might be interpreted or adapted across different cultural backgrounds to assess the broader applicability of the framework.

3.2 **Data analysis**

The data collected from interviews and field observations were carefully recorded, transcribed, and reviewed in detail. Each participant's responses were organized and coded to identify important themes and ideas. This process helped the researcher understand what participants found most meaningful in relation to green tourism, spiritual beliefs, and respect for the destination.

To support the analysis, tools such as Microsoft Word and Excel were used to highlight common keywords and phrases. This made it easier to see which topics appeared most often and how participants talked about them.

The data analysis was carried out in two steps. First, an open coding process was used to find key ideas and recurring patterns in what participants said. This step allowed

Table 2 Participants' demographics

Code	Participant	Gender	Age	Education level	Occupation
T1	Tourist 1	Male	42	High school	Business
T2	Tourist 2	Male	26	Undergraduate	Office
T3	Tourist 3	Male	55	Undergraduate	Business
T4	Tourist 4	Female	47	High school	Housekeeping
T5	Tourist 5	Male	32	Undergraduate	Office
T6	Tourist 6	Female	28	Undergraduate	Office
T7	Tourist 7	Male	51	High school	Business
T8	Tourist 8	Female	45	Secondary school	Business
T9	Tourist 9	Female	36	Undergraduate	Business
T10	Tourist 10	Female	32	Undergraduate	Business
S1	State Management 1	Male	43	Undergraduate	Civil servant
S2	State Management 2	Female	37	Undergraduate	Civil servant
E1	Enterprise 1	Male	34	Undergraduate	Business
E2	Enterprise 2	Female	36	Undergraduate	Business
E3	Enterprise 3	Male	29	Undergraduate	Business

Source: Author.

the themes to emerge naturally from the data without forcing them into any predefined categories. The goal was to understand how tourists describe their own thoughts, values, and behaviors related to sustainable tourism.

In the second step, these themes were compared to the study's theoretical framework, which combines the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM). The researcher looked for how participants' responses related to the main ideas in these theories, such as personal norms, spiritual beliefs, and perceived ability to participate in green tourism. This step also helped identify new connections that were not originally included in the framework.

The process of reviewing, coding, and comparing data helped the researcher better understand how tourists make choices about green tourism in Con Dao. This approach ensured that the results were clearly linked to what participants actually said and how they experienced the destination.

4 RESULTS AND DISCUSSION

4.1 Tourism and green tourism in Con Dao

This section introduces the green tourism policy of Con Dao and its overall tourism development. This background helps one to grasp the context, present situation, and developments in green tourism on the island. From then on, the need for sustainable tourism methods among tourists becomes pressing.

Con Dao is a famous destination in Vietnam distinguished by its historical significance, spiritual appeal, and rich natural surroundings (Ringer, 2012; Hayward and Tran, 2014). Although its spiritual sites, such as the Hang Duong Cemetery, appeal to those seeking spiritual tourism, the island is well-known for its well-preserved colonial period prisons, attracting history buffs. The island's natural isolation from the mainland accentuates its attractiveness as a quiet, retreat-like place, drawing tourists looking for both historical and eco-friendly interactions.

Con Dao's natural terrestrial and aquatic surroundings are fundamental resources for ecotourism (Hayward and Tran, 2014). Among the several species present on the island are sea turtles and coral reefs, both of which are under protection due to various conservation efforts. The natural beauty of Con Dao makes it ideal for ecotourism, attracting tourists inspired by environmental sustainability and preservation. Sustainable development becomes especially crucial because, although tourism boosts the island's economy, it also strains its ecosystems.

Starting several green tourism projects meant to slow down environmental damage and promote sustainability, the local government has responded to these challenges. Among the most important projects aiming at eradicating single-use plastics in the tourism sector by 2025 is working with WWF on the Zero Plastic Waste Campaign. Especially by supporting eco-friendly alternatives for plastic, this initiative has drawn a lot of local and international interest and begun changing the behavior of nearby companies as well as of tourists.

Con Dao also embraced the circular economy model, urging businesses and tourists to follow waste reduction and recycling policies. Projects like 'Green Gift Baskets' and 'Green Handprint Challenges' inspire tourists to embrace environmentally friendly living, directly preserving the biodiversity of the island (Figures 2 and 3). These projects give tourists the opportunity to actively participate in projects of coral reef preservation and beach clean-ups in addition to trying to minimize the negative effects of tourism on the environment.

Despite the positive outlook, green tourism in Con Dao faces several challenges (Ringer, 2012; Nguyet and Bau, 2023). The growing influx of mass tourism, especially



Source: condao.com.vn and author.

Figure 2 'Green Gift Baskets': Many tourists to Con Dao bring gift baskets to pay tribute to heroes. To promote sustainability, Con Dao has launched a green gift basket campaign focused on reducing plastic waste and reusing plastic components



Source: condao.com.vn

Figure 3 The 'Green Handprint Challenges' aim to honor heroic efforts by creating promotional clips that showcase green tourism practices

during peak seasons, puts immense pressure on the island's limited infrastructure and resources (Dung, 2024). Environmental preservation efforts are complicated by the increasing demand for transportation and accommodation, with rising concerns over the greater availability of air tickets and increasing access to the island. Moreover, balancing environmental sustainability with economic development from tourism remains a difficult chore (Dung, 2024; Ringer, 2012). The difficulty is properly scaling green tourism practices while preserving the natural and cultural integrity that first appeals to tourists in Con Dao.

4.2 Spiritual beliefs and personal norms toward green tourism practices

The results indicate that participants strongly agree that tourists' personal standards toward sustainable practices are shaped in major part by their spiritual beliefs. Participants in all the interviews repeatedly underlined that spirituality is a guiding principle that profoundly affects how people view their moral obligation in relation to green tourism. This common view emphasizes the significant and favorable impact of spiritual beliefs on the evolution of attitudes and actions toward environmental responsibility.

These ideas can enable tourists of spiritually and culturally significant sites like Con Dao to feel more obliged to protect the surroundings. All of the participants said, when asked why they wanted to keep the island clean, This is where the heroes live. They believe the heroes are still here and can punish them should they cause harm to the island. Furthermore, tourists who come here to pray are all good; thus, engaging in green tourism helps them to express their genuineness.

The interviews further revealed a unanimous perception of Con Dao as a sacred and historically significant place. For example:

T1 shared, 'I'm a business owner, and I visited Con Dao for the Ms. Sau ceremony before traveling around. Because Con Dao is a sacred place, I'm very mindful of my actions here.'

T2 emphasized, 'When I visit Con Dao, I don't just see it as a typical destination. It's a place that holds deep spiritual meaning, and I feel a strong sense of responsibility to protect it. I've always believed that sacred places like this should be respected, and that belief drives me to be more conscious of my actions. The spiritual connection I feel here reminds me that my actions have an impact, and it's important to preserve this sacred space for future generations.'

T4 emphasized, 'I came here to pray for my family's safety. Traveling here feels different from other places. I believe that Ms. Sau and the martyrs are very sacred.'

T6 shared, 'For me, traveling to Con Dao is not just about relaxation or sightseeing. The island's historical and spiritual significance is something that deeply moves me. I feel that there is a moral obligation to respect the island and its history, which is why I always make an effort to engage in green tourism practices. I truly believe that protecting the natural and cultural heritage here is a way of honoring its past and preserving its future.'

T9 shared, 'When traveling to Con Dao, I don't see it as just a place for leisure. I believe that Ms. Sau and the heroes are still here, so I deeply respect them and the island. The locals and tour guides say that harming the island could lead to punishment from supernatural forces. This belief encourages me to practice green tourism, such as avoiding littering and conserving water.'

T10 shared, 'I came here primarily to pray, and only afterward did I explore the island. No matter where I go, I believe Con Dao is a sacred place that must be respected. I remind my children not to be noisy or run around. My family's behavior is always mindful of the island, and I've noticed that most other tourists feel the same way.'

S1 remarked, 'Con Dao isn't just an ordinary island; it's a historical and revolutionary relic where tens of thousands of soldiers rest. Most tourists who visit are sincere and follow green tourism guidelines to honor and protect the island.'

E2 stated, 'I've been living in Con Dao for decades. I respect the island deeply and try to protect it in everything I do. I always remind my guests that Con Dao is a sacred place.'

The experiences of Con Dao's residents as well as tourists amply illustrate the connection between spiritual values and personal norms about environmentally friendly tourism practices. Spiritual beliefs greatly inspire one to embrace environmentally friendly behavior. Con Dao's outstanding respect for tourists' personal standards inspires them to follow sustainable practices. This spiritual link inspires tourists to take responsibility for maintaining the destination and helps one to match personal values with green tourism.

Moreover, many tourists are greatly influenced by local customs and stories, including the belief that harming the island could lead to punishment from supernatural powers. This point of view underlines the moral need of engaging in green tourism practices, including avoiding littering and resource conservation, as well as the close connection of spiritual and cultural values with sustainable behavior. As a result, tourists are more likely to follow environmentally responsible practices in Con Dao, not only out of respect for the island but also because they feel morally compelled to do so.

Studies on spiritual tourism have shown similar patterns, particularly when tourists visit significant religious sites (Saxena et al., 2020; Yusuf and Praptika, 2023). In Con Dao, tourists find this feeling especially strong since tourists know that national heroes rest here. They realize the need to respect the island by their behavior, especially in

terms of preserving the beauty and cleanliness of the island. This kind of thinking naturally supports green tourism methods since tourists are more likely to follow rules and engage in environmentally friendly activities voluntarily and proactively. This is not the case at usual tourist sites, where compliance is sometimes enforced rather than freely chosen.

4.3 Destination respect and personal norms toward green tourism practices

Likewise, the results reveal unanimous agreement among participants that respect for the destination significantly shapes the development of personal standards regarding green tourism. Many participants said that appreciating Con Dao's cultural, historical, and environmental relevance helps one to develop responsibility and motivates more conscious and polite tourism. This finding emphasizes the need for destination respect as a main driver of environmentally friendly tourism policies.

Tourists who feel connected to the cultural and historical aspects of a place are more likely to take actions that minimize their environmental footprint (Choe and Mahyuni, 2023; Dayoub et al., 2020). This outcome also emphasizes how crucial green tourism policies depend on not only spirituality but also respect for the island. Deep knowledge of the history, culture, and local community, as well as the importance of the unspoiled ecosystem, will help tourists to treat the island with respect and preserve it.

The interview responses revealed that tourists respect Con Dao not just for its sacredness but also for its efforts to preserve the local ecosystem and culture.

T2 shared, 'When I visited Con Dao for the second time, I realized that this island truly needs protection. I haven't seen any other place that is as well-preserved in terms of its ecology and culture. The locals are actively protecting the island, and I believe tourists should respect that. When I watched the sea turtles, I felt that the island is their home, and we are just tourists.'

T3 emphasized, 'Everyone here seems very gentle and considerate. It doesn't feel like a typical tourist destination; it's more like a place to pray and reflect. I think all tourists should help preserve the island and not disturb its current state.'

T6 noted, 'Con Dao needs to be respected and protected for its unique ecosystem, culture, and history. Once these are damaged, they cannot be restored. Tourists must recognize this and follow green tourism guidelines to safeguard these precious attributes.'

T9 shared, 'When I came to Con Dao, I wasn't just looking for a place to relax. I felt that this island has a deep spiritual connection, and I saw how much the locals value and protect it. It made me realize how crucial it is to follow green tourism practices to protect such a unique place.'

T10 stated, 'For me, Con Dao is a sacred place, and I feel a strong sense of respect for it. I came here to pray, and the spiritual energy of the island made me feel responsible for preserving its beauty. We always try to behave respectfully. My family avoids making noise or disturbing the peace. We believe that respecting the island is part of being a responsible tourist, and I've noticed that many others feel the same way.'

S2 added, 'We aim to highlight the unique and special aspects of the island so that tourists understand why it must be protected. We regularly organize sustainable tourism activities to educate and involve tourists so they can join us in preserving Con Dao.'

E1 shared, 'As someone who runs a tourism business here, I feel uncomfortable when tourists litter or cause a disturbance. Con Dao is a spiritual destination, and we must show respect for the island.'

E2 emphasized, 'Running a tourism business on the island is very different. We inform tourists that they should respect Con Dao, as it is the resting place of heroes. Whenever

possible, we encourage them to conserve resources, especially water. Tourists also minimize plastic waste and follow proper waste sorting rules because the island is so small. Additionally, the local government strictly enforces green tourism regulations, and tourists may face penalties for violations.'

Particularly in Con Dao, where the island's distinct ecology, culture, and history demand preservation and protection, destination respect is quite crucial in defining personal criteria toward green tourism policies. The narratives shared by locals and tourists show how respect for the island's natural beauty and spiritual value shapes behavior in line with environmentally friendly tourism practices.

Tourists such as T2 stress that Con Dao's perfect condition in terms of ecology and culture demands active preservation. Knowing that the locals are committed to preserving the island inspires tourists to do the same, so respect the site and use eco-friendly tourism practices. T2's study of the sea turtles as island dwellers highlights the great awareness among tourists that they are only temporary tourists, so underlining the need for respect and preservation of the surroundings.

Likewise, T3's experience highlights the island's spiritual surroundings, which foster respect outside the typical tourism. Emphasizing even more that Con Dao is not only a place for leisure but also a place for contemplation and preservation, the friendly and considerate attitude of the local people seems to inspire tourists to adopt polite behavior. Extending this idea, T9 recognizes the spiritual connection of the island and the necessity of respecting its natural environment. The shared knowledge that this environment is holy drives tourists to act responsibly by means of green tourism, so lowering their impact on the ecology.

Local business owners also greatly affect destination respect, as E1 and E2 show. Both underline the need for tourists to respect Con Dao's ecological and religious value; E2 points out the strict implementation of green tourism policies. As S2 points out, the local community's active involvement in teaching tourists ensures that respect for the unique qualities of the island permeates the activities of the tourists. Through these group activities, tourists are encouraged to follow moral tourism guidelines, reduce waste, and preserve resources.

Respect for Con Dao as a historically and ecologically significant site greatly affects the behavior of tourists. This respect translates into sustainable behavior, including avoiding trash, supporting nearby conservation projects, and planning environmentally friendly travel. Respecting the cultural and environmental integrity of a place makes people more eager to travel ecologically friendly.

Green tourism research often emphasizes the role of environmental awareness and knowledge, suggesting that tourists who are well-informed and concerned about environmental issues are more inclined to engage in green tourism practices (Saari et al., 2021). However, this awareness alone does not always translate into active participation.

The concept of respect for the destination is understood as the idea that tourists view themselves as tourists who should honor and uphold the values, culture, and natural integrity of the place they are visiting. This sense of respect goes beyond knowledge and concern, fostering a deeper sense of responsibility and stewardship that encourages proactive involvement in sustainable practices. This research provides an additional perspective, suggesting that future studies on green tourism should consider the role of destination respect as a key factor in shaping personal norms. Tourists should show respect for destinations with unique history and culture, like Con Dao, to promote better sustainability practices. Con Dao serves as a successful example of this approach.

4.4 Participation opportunities and personal norms toward green tourism practices

The findings reveal a positive correlation between participation opportunities and personal norms about environmentally friendly tourism practices. Giving easily accessible opportunities to participate in sustainable activities helps participants to absorb moral responsibility and practice environmental responsibility. This suggests that the availability of greener tourism options greatly influences the ethical interaction of tourists with sustainability.

Whether through sustainable dining options, volunteer programs, or environmental tours, tourists are more likely to participate if they see several chances to have a good impact (Savolainen et al., 2020). The interview responses support this view:

T4 remarked, ‘The instructions for reducing plastic waste are very clear. For example, at Hang Duong Cemetery, I reused a plastic basket for carrying fruit instead of using a new one. It’s very practical. Even the security guards provided helpful guidance on waste sorting.’

T5 emphasized, ‘The hotel I stayed at only offered plastic toothbrushes upon request, and tourists were guided on how to save water and minimize single-use plastics to help protect the island.’

T6 emphasized, ‘Before visiting, I heard many stories about the spiritual power of Con Dao. Locals say that if you disrespect the island, bad luck might follow. That made me even more conscious of my behavior, from the way I speak to how I dispose of my trash.’

T9 shared, ‘This island carries a deep spiritual significance, so I try to show my respect in every way. I don’t take anything from nature, I limit my use of plastic, and I make sure my visit doesn’t harm the environment.’

T10 shared, ‘When I visited Con Dao, I saw many opportunities to participate in green tourism, such as purchasing eco-friendly gift baskets or joining tours to explore ecological forests and help conserve sea turtles. These activities make tourists like me feel more involved in protecting the island.’

S1 added, ‘The Con Dao National Tourism Area management board is very proactive in implementing awareness programs for sustainable tourism. We run campaigns for accommodation establishments, put up bulletin boards, and offer clear instructions at tourist sites. We’ve also integrated information technology by using QR codes, a hotline, and a 24/7 tourist information center to help tourists participate effectively.’

E3 emphasized, ‘Hotels always remind guests to conserve water and use designated waste sorting areas; these are critical for the island’s survival. If Con Dao runs out of water or becomes polluted, we will no longer have a place to live. Keeping the island clean is the responsibility of everyone who comes here.’

Participation opportunities are significantly crucial in forming personal standards toward green tourism practices since they provide tourists clear direction and useful actions they can take to help Con Dao be preserved. The stories shared by locals and tourists highlight how these opportunities motivate individuals to participate in eco-friendly events and match their behavior with the needs of the island.

Tourists like T4 and T5 expressed how readily available green tourism projects can affect their behavior. Under explicit instructions on cutting plastic waste, T4’s example of repurposing a plastic basket at Hang Duong Cemetery shows how daily activities can influence. Similarly, T5’s experience with the hotel’s efforts to support water conservation and cut plastic waste highlights the need to provide tourists with actual opportunities to engage in eco-friendly activities. These small but effective gestures contribute to creating an atmosphere in which tourists are driven to assist in island maintenance.

T9 and T10 underline still more the importance of opportunities for involvement. Reflecting an internalized commitment to environmental preservation, T9's respect for the spiritual relevance of Con Dao drives them to limit plastic use and avoid consuming anything from nature. T10's references to eco-friendly gift baskets and sea turtle preservation tours also show how well-organized, major events might strengthen tourists' bond to the island and its preservation. These opportunities allow tourists to feel responsible and involved, so enhancing their sense of obligation to maintain the site.

Encouragement of involvement also depends much on local projects. S1 underlines how the Con Dao National Tourism Area management board guarantees that sustainable practices are obviously expressed and how proactive it is in educating tourists by using technology and several communication channels, including QR codes, hotlines, and bulletin boards. E3 supports such efforts by underlining the need of tourists to properly sort waste and save water as well as the shared responsibility to protect the resources of the island.

Con Dao offers numerous opportunities for tourists to actively engage in green tourism practices (Figure 4). These include nature-based activities such as turtle watching, coral reef conservation, hiking through protected forests, and participating in clean-up projects. The availability of eco-friendly accommodations and tours provides tourists with the chance to make sustainable choices. The more accessible these opportunities, the more likely the tourists are to engage in behaviors that align with green tourism principles.



Source: Author.

Figure 4 Signs urge tourists to avoid burning votive paper and to create eco-friendly gift baskets without plastic waste. The plastic components in the baskets are reused multiple times

According to the TPB, when individuals believe they have the ability to engage in a certain behavior, they are more likely to develop the intention to participate and eventually take action. In the context of green tourism, giving tourists easily available and useful chances to participate in sustainable practices also helps them to be more proactive in adopting environmentally friendly activities (Meng et al., 2020; Nguyen et al., 2023). On the other hand, motivated tourists who lack the means or chances to act find it difficult to make significant contributions.

4.5 Participation ability and personal norms toward green tourism practices

Participants often underlined the need to make sure tourists have the tools, knowledge, and conditions they need to follow environmentally friendly tourism policies. Although many tourists may have great intentions to act responsibly, their capacity to do so is often shaped by factors including time, accessibility, affordability, and physical capacity (Nguyen et al., 2023). These results imply that external elements that either support or limit responsible behavior shape the capacity of one to engage meaningfully in sustainable tourism, not only by intention.

The participants offered particular instances of how Con Dao has effectively opened green tourism to be accessible:

T2 said, ‘When I visited Con Dao for the second time, I realized that this island truly needs protection. I noticed there were so many ways to get involved in conservation efforts, from using eco-friendly products to taking part in clean-up activities. I didn’t have to look far to find ways to contribute, and the locals and guides made it easy for us to join in.’

T5 shared, ‘The hotel I stayed at was really proactive in promoting sustainable tourism practices. They provided clear instructions on saving water and minimizing single-use plastics, and they only offered plastic toothbrushes upon request. These small actions were simple to follow, and it didn’t feel like much of a sacrifice. I think when it’s this easy to contribute to the preservation of a place, it becomes part of your personal responsibility.’

T7 shared, ‘I find participating in green tourism activities, like reducing waste and saving water, very easy. I also take part in using green gift baskets to support the island’s sustainability, and it’s both convenient and low-cost.’

T8 added, ‘Participating in green tourism here is suitable for me because it helps save both time and money. For example, instead of purchasing plastic baskets, there are reusable ones available at the cemetery. I don’t find it challenging financially or time-wise.’

T9 noted, ‘Tourists often think that using recycled products is more expensive or that it takes more time and effort. But Con Dao offers programs that don’t add any extra cost or inconvenience, making it easier for me to participate in green tourism.’

E2 emphasized, ‘We see a strong connection between spiritual beliefs and green tourism. Many tourists willingly follow conservation rules because they believe harming the island could bring misfortune. This mindset helps reinforce sustainable tourism practices.’

The connection between participation ability and personal norms toward green tourism practices is evident in the experiences shared by various tourists and local stakeholders in Con Dao. The ability to participate in eco-friendly activities directly influences how tourists internalize and adopt sustainable behaviors, aligning these actions with their personal values and responsibilities toward environmental conservation.

T2’s reflection on their second visit to Con Dao highlights how easy access to conservation efforts led to a deeper sense of personal responsibility. T2 mentions, ‘I didn’t have to look far to find ways to contribute,’ illustrating that the availability of simple, accessible actions like using eco-friendly products and participating in clean-up

activities made it easy for them to engage. This ease of participation strengthened their commitment to protecting the island, emphasizing that when tourists have clear opportunities to take part in sustainable practices, they are more likely to adopt them as part of their personal norms.

Similarly, T5's experience at the hotel underscores how participation in green tourism practices, such as reducing plastic waste and saving water, is made effortless through proactive initiatives. T5 reflects, 'These small actions were simple to follow, and it didn't feel like much time and effort,' showing that when these efforts are integrated into the daily experience, they become a natural part of the tourist's behavior. The simplicity of the actions taken made the act of conserving resources feel like an easy and responsible choice, reinforcing the connection between participation ability and personal responsibility.

T7 and T8 further echo this sentiment, noting how green tourism activities in Con Dao are designed to be convenient and low-cost. T7 finds it easy to participate in waste reduction and water-saving activities, while T8 highlights the practicality of using reusable baskets instead of plastic ones. Both tourists emphasize how participation in sustainable practices is not only feasible but also time- and cost-efficient, making it easier to adopt these behaviors.

T9 also challenges the common misconception that eco-friendly choices require extra effort or expense. By noting that Con Dao's programs don't add extra cost or inconvenience, T9 reinforces the idea that when green tourism practices are made accessible and straightforward, tourists are more likely to participate and integrate these actions into their personal norms. E2 adds another layer by highlighting the strong connection between spiritual beliefs and green tourism practices. Many tourists follow conservation rules because they believe that harming the island could lead to misfortune, demonstrating how spiritual values can further motivate participation in sustainable actions.

Tourists' ability to participate in green tourism activities depends on factors such as their environmental knowledge, financial resources, and physical fitness (Barbieri et al., 2020; Meng et al., 2020). For instance, well-informed tourists are more likely to seek out and engage in sustainable practices, while those with the means to choose eco-friendly accommodations or participate in conservation activities can more effectively contribute to the island's sustainability efforts. Enhancing participation ability through educational campaigns and affordable eco-tourism options can help increase overall tourist engagement in green practices.

4.6 Personal norms and green tourism practices

Finally, the majority of participants agreed that personal norms play a significant role in influencing green tourism behavior. Many described a strong sense of moral responsibility as a key motivator for engaging in environmentally responsible actions while traveling.

T5 stated, 'The hotel I stayed at was really proactive in promoting sustainable tourism practices. They provided clear instructions on saving water and minimizing single-use plastics, and they only offered plastic toothbrushes upon request. These small actions were simple to follow, and it didn't feel like much of a sacrifice. I think when it's this easy to contribute to the preservation of a place, it becomes part of your personal responsibility.'

T6 shared, 'Before visiting, I heard many stories about the spiritual power of Con Dao. Locals say that if you disrespect the island, bad luck might follow. That made me even more conscious of my behavior, from the way I speak to how I dispose of my trash.'

T7 emphasized, ‘I find participating in green tourism activities, like reducing waste and saving water, very easy. I also take part in using green gift baskets to support the island’s sustainability, and it’s both convenient and low-cost.’

T9 shared, ‘Tourists often think that using recycled products is more expensive or that it takes more time and effort. But Con Dao offers programs that don’t add any extra cost or inconvenience, making it easier for me to participate in green tourism.’

E2 stated, ‘We see a strong connection between spiritual beliefs and green tourism. Many tourists willingly follow conservation rules because they believe harming the island could bring misfortune. This mindset helps reinforce sustainable tourism practices.’

Personal norms play a crucial role in shaping green tourism practices, as seen through the experiences and reflections shared by tourists and locals in Con Dao. These norms reflect an individual’s internal sense of responsibility toward environmental protection and sustainability, which can be greatly influenced by external factors such as ease of participation, cultural values, and spiritual beliefs.

For instance, T5 highlights how simple, clear instructions and easy-to-follow practices, such as saving water and reducing single-use plastics, make it easier for tourists to incorporate sustainable actions into their daily routines. By providing practical options like offering plastic toothbrushes only upon request, the hotel not only makes it convenient for tourists to contribute but also reinforces the idea that small, seemingly insignificant actions can have a significant impact. This reinforces personal norms where sustainability becomes a natural and responsible choice, making it more likely that tourists will continue such practices even after their visit.

T6 reflects how personal norms are also shaped by cultural and spiritual beliefs. The warnings from locals about bad luck resulting from disrespecting the island’s sacredness add a layer of moral responsibility to the behavior of tourists. For T6, this belief serves as a guide for personal conduct, extending beyond mere environmental practices to include respectful interactions with the destination, such as how one disposes of trash. The association of eco-friendly behavior with spiritual respect for the island creates a stronger, internal motivation to adhere to sustainable tourism practices, making it a moral obligation rather than just a voluntary action.

Similarly, T7 emphasizes how the ease of participating in green tourism activities, such as reducing waste and using eco-friendly gift baskets, aligns with their personal norms. The convenience and cost-effectiveness of these practices make them less of a burden and more of a natural extension of their responsibility as a tourist. When sustainability efforts are made easy and accessible, tourists are more likely to adopt these behaviors as part of their personal routine.

T9 further supports this by noting that many tourists assume that green practices are either expensive or time-consuming. However, in Con Dao, the availability of cost-free programs, such as using recycled products, demonstrates that sustainable tourism can be seamlessly integrated into the tourist experience without extra effort or cost. This ease of participation helps reinforce personal norms by showing that sustainable practices do not require sacrifice, making it more likely for tourists to continue these behaviors in the future.

Finally, E2 illustrates the powerful influence of spiritual beliefs on personal norms toward green tourism. The strong connection between the sacredness of Con Dao and the practice of conservation reinforces the idea that respecting the environment is not only a matter of ecological responsibility but also a cultural and spiritual duty. When tourists believe that harming the environment could bring misfortune, their personal

norms are strongly aligned with green tourism practices, fostering a deeper, more intrinsic motivation to participate in sustainable actions.

These results indicate that, while a sense of moral obligation is essential, it is not the only factor motivating tourists. External influences, such as peer expectations, convenience, and the perceived impact of one's actions, also play a crucial role. The right external conditions, like convenience or positive reinforcement, could encourage them to engage in green tourism comfortably and voluntarily.

4.7 Recommendations promoting green tourism practices

Based on the above findings, several recommendations are proposed to enhance tourists' trust and respect for islands like Con Dao, thereby promoting green tourism practices.

First, giving tourists knowledge on historical, cultural, and environmental relevance will help them to value the island even more. In particular, introduce sacred cultural values and precious ecosystems that need strict protection. These can be done through storytelling and other forms of emotional and re-enacting art performances. In addition, intensive ecological tours and learning programs should be organized to help tourists see the value of the untouched ecosystem. From there, tourists will have spiritual beliefs and destination respect to shape green tourism behavior.

Second, the research results also show that the availability of opportunities to practice green tourism is also an important factor shaping the personal norm of tourists in green tourism. Key tourist sites, guided environmental tours, and interactive learning opportunities all help to increase awareness of sustainable practices by means of signage. This will inspire tourists to engage in environmentally friendly activities by helping them to realize how their actions affect the ecology and cultural legacy.

Third, improving environmentally friendly infrastructure will give tourists more chances to practice sustainable living through low-impact transportation, green hotels, and renewable energy-powered facilities. Expanding access to recycling stations, eco-friendly transportation (e.g., electric shuttles, bicycles), and waste management systems would match the green tourism model, so facilitating tourist adoption of sustainable practices.

Fourth, organize volunteer tourism programs associated with green tourism practices as a way to show respect for the destination. Encouragement of tourists to engage in environmental projects will help to deepen their bond to destinations. Offering these chances enhances the capacity of tourists to participate and encourages responsibility in maintaining the natural beauty of destinations. Through encouraging sustainable tourism, this practical involvement strengthens tourists' trust and respect for destinations.

At last, using technology, including mobile apps, can give tourists real-time knowledge on the environmental state of the island, best practices for sustainable tourism, and updates on conservation initiatives. A digital platform might provide advice on how to minimize environmental impact, recommendations for environmentally friendly activities, and tools allowing tourists to monitor their good contributions during their trips.

4.8 Theoretical implications for green tourism study

These exploratory study findings add some implications to the bodies of green tourism literature. These consequences imply that, from practice, present models or variables need to be developed further to complement current theories. From then on, theories need to be always evolving and expanding in the framework of ever-changing tourism behaviors.

First, two new factors, spiritual beliefs and destination respect, can continue to be included in research models for green tourism behavior. They are fit for locations with rich historical backgrounds, cultural diversity, and irreplaceable ecosystems. This approach allows researchers to view green tourist habits from fresh angles: tourists participate freely instead of according to policy.

Second, the theoretical frameworks in this study are developed from TPB and NAM as the foundation. According to the research findings, another fresh element that should be taken into account for inclusion in the model is opportunities for participation. Even with good attitudes, perceived results, and intentions to practice green tourism, tourists cannot engage in such behavior without chances.

Third, although the majority believe that personal norms in green tourism are shaped by awareness of consequences and ascription of responsibility, two other factors can also affect it: spiritual beliefs and destination respect. That is, when tourists really experience trust and respect, they will follow a sustainable norm. Common beliefs like tourists' inclination in social responsibility and environmentally friendly tourism do not seem to have enough influence on personal norms. This may be regarded as idealistic and contradicts previous research findings. However, allow us to view them through the lens of scientific tourism psychology.

At last, research on green tourism frequently utilizes quantitative models. This study outcome also implies that one can investigate and enhance new elements by examining typical destinations. This can thus help develop new theories as well as expand those that already exist.

5 CONCLUSION

The study aims to investigate the influence of spiritual beliefs, destination respect, participation opportunities, and participation capacity on green tourism practices. The study develops two new elements, spiritual beliefs and destination respect, by combining the TBP and NAM frameworks. The study employs a qualitative methodology by combining participant observation, anthropological fieldwork, and semi-structured in-depth interviews with stakeholders.

According to the study findings, tourists' environmentally friendly behaviors are significantly shaped by their spiritual beliefs and destination respect. Those who find spiritual and cultural worth in a destination are more likely to behave responsibly. Although personal values are important, they change depending on the real chances and favorable environment.

The study findings have led some recommendations to support green tourism for islands like Con Dao. This study emphasizes the importance of raising tourists' awareness about the historical, cultural, spiritual, and valuable ecosystems that need to be preserved.

Furthermore, theoretical implications are proposed to continue the research on two new factors: spiritual beliefs and destination respect. Green tourism behavior models can investigate their impact on personal norms by considering these two elements. In addition, opportunities for participation also play an important role and should be added to TPB.

However, the study has certain limitations. It emphasizes Con Dao's own spiritual and cultural environment; thus, the results might not be applicable generally. Future studies ought to investigate several locations to investigate how respect and spirituality affect green tourism in different settings. Furthermore, as this study mostly depended on qualitative interviews, it could not adequately depict the complexity of internal and

external influences. Deeper understanding might come from a mixed-method approach combining questionnaires or behavioral research with interviews.

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