

# **A Study on the Driving Factors of Rural Tourists' Environmental Responsibility Behavior**

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**Abstract:** in Recent Years, Ecotourism Has Become the Action and Idea of Tourism Development Which is Highly Praised and Supported by Governments and International Organizations, and Also the Focus of Relevant Academic Researchers. in This Context, China's Eco-Tourism Industry Has Made Great Progress. in Addition to the Development of Tourism Economy, the Support of National Policies and the Changing Needs of Rural Tourists, Camping Tourism Has Become One of the Important Driving Forces for the Development of Tourism Economy. However, as an Eco-Tourism Destination, While Developing Its Tourism Industry, This Paper Analyzes and Discusses the Environmental Responsibility Behavior on the Basis of Understanding the Related Concepts of Camping Tourism and Environmental Responsibility Behavior.

## **1. Introduction**

Often in the Natural Area of Natural Experience, and in the Process of Experiencing Nature to Maintain and Protect. in the Field of Ecotourism, the Study of Environmental Responsibility Behavior Focuses on the Tourists Who Produce Behavior[1]. the Author Believes That Tourists' Environmental Attitude, Local Attachment and Leisure Involvement Affect Their Environmental Responsibility Behavior. the Domestic Research on Environmental Responsibility Behavior is from the Measurement Analysis, Environmental Behavior Intention and Other Aspects. At the Same Time, the Dissatisfaction of Eco Campers with the Image Cognition of the Facilities, Landscape and Services in the Tourist Area Will Affect Their Responsible Behavior for the Sustainable Development of the Environment in the Tourist Area, Which is Beneficial to the Sustainable Development of the Tourist Area in a Specific Situation. Therefore, the Theory of Destination Intention, Environmental Responsibility and Local Attachment Should Be Comprehensively Considered to Build the Relationship Model of Ecological Camping Environmental Responsibility Behavior, So as to Effectively Understand and Explore the Influencing Factors of Camping Tourists' Environmental Responsibility Behavior.

## **2. Factors Influencing Environmental Responsibility Behavior of Eco Campers**

### **2.1 Driving Factors of Environmental Responsibility Behavior of Eco Camping Rural Tourists**

The Author Divides the Environmental Responsibility Behavior into Two Kinds, Namely Special Behavior and General Behavior. No Matter Which Kind of Environmental Responsibility Behavior, Enhancing the Connection of Campers and Tourists to the Natural Environment Can Promote the Development and Formation of Environmental Responsibility Behavior. That is to Say, the Formation of Environmental Responsibility Behavior of Eco Camping Rural Tourists is Influenced by Two Kinds of Action Processes: Personal Factors and Situational Factors. in Terms of Personal Factors, It Mainly Refers to the Internal Factors Such as the Attitude, Emotion, Cognition and Will of Rural Tourists to the Environment, Including the Motivation, Environmental Attitude, Environmental Knowledge and Environmental Behavior Intention to Be Close to Nature[2]. the Contents of These Aspects Interact and Act on Each Other, Forming a Clear Logic Line, That is, Environmental Attitude is Influenced by Individual Environmental Knowledge, and

Environmental Attitude is the Basis of Intention of Environmental Behavior and Individual's Motivation of Getting Close to Nature, and Environmental Behavior Intention Plays an Important Leading Role in Environmental Responsibility. with the Popularization of Environmental Knowledge and Environmental Education, Eco Camping Rural Tourists Can Passively Accept Certain Environmental Protection Knowledge, and Then Form a Shallow Level of Environmental Protection Awareness in Their Hearts. This Shallow Level of Environmental Protection Awareness Can Enable Them to Examine Their Own Behavior Based on the Angle of Harmonious Development between Human and Nature, Although Such Examination Can Not Directly Induce or Form Their Environmental Responsibility Behavior But It Can Have a Strong Indirect Impact on Its Environmental Responsibility Behavior.

Of course, if the eco camping rural tourists' attitude towards the environment is excessively positive, or their environmental responsibility is temporarily restrained[3], etc., it will cause their environmental attitude to change and become more vulnerable after leaving their daily residence. Of course, the main reason that determines the action of eco camping rural tourists is the specific motivation. In a positive environmental attitude, rural tourists will have the action of getting close to nature, temporarily escaping from the urban living space, so as to realize their own desire of inner recovery and pleasure. The specific motivation of getting close to nature will indirectly or directly stimulate their environmental responsibility behavior. In addition, the intention of environmental behavior can stimulate the strong will of eco camping rural tourists to implement environmental responsibility behavior. This strong will will be directly affected by specific environmental motivation and other factors. Although it is still an internal activity at the psychological level, it will transform into actual environmental behavior under the influence of comprehensive conditions.

## 2.2 Influence of Situational Factors

The book eco-tourism analyzes that the situational factors can stimulate the environmental responsibility behavior of eco camping rural tourists. In the process of its function, it can show the cognition of rural tourists to the environmental management of scenic spots. If the eco camping rural tourists live in a beautiful and clean tourism environment, they will examine their own environmental responsibility behavior, and then make themselves change to the role of environmental protection actors. However, if their environmental experience perception is poor and their environmental level is low, they will easily adapt to this unbalanced environment[4], and then become the destroyer or indifferent to environmental protection. At the same time, the environmental protection policy of the scenic spot plays an important role in the behavior management of rural tourists. Its perfect environmental protection regulation mechanism can plan and restrict the environmental behavior of rural eco camping tourists. However, due to its mandatory norms and constraints, its implementation effect can only reach the minimum standard of environmentally friendly behavior. However, there is a complex interaction between individual factors and situational factors. It can be seen that among the factors that affect the environmental responsibility behavior of eco camping rural tourists, environmental behavior intention has the greatest influence, followed by environmental attitude and motivation to get close to the natural environment, followed by environmental protection knowledge, environmental policies and quality of scenic spots. However, the individual factors are the most important ones, and the situational factors only play an auxiliary role. As shown in Figure 1

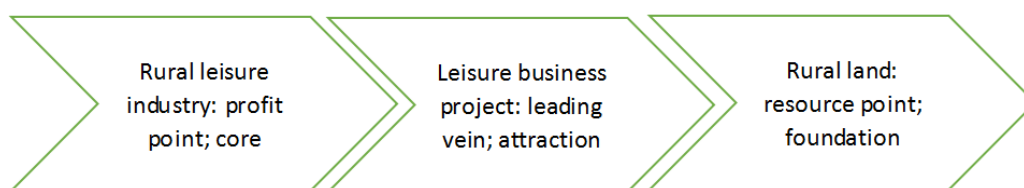


Fig.1 Research on Driving Factors of Environmental Responsibility of Rural Tourists

### **3. Enlightenment of Environmental Responsibility Behavior Analysis on Tourism Management**

#### **3.1 Pay Attention to the Individual Role of Eco Camping Tourists**

For a long time, it has been common for tourists to destroy the ecological environment of scenic spots, and the weak environmental awareness and low quality of rural tourists are often attributed to the main factors of environmental responsibility behavior. Based on this, the author puts forward in the book ecotourism that tourism management and government departments use rules and regulations, publicity and education, reward and punishment measures, etc[5]. for governance, but the effect is not reasonable Think. In fact, many rural tourists evade their responsibilities or knowingly commit crimes, and even treat environmental crisis and ecotourism with a very negative attitude. However, from the perspective of environmental responsibility behavior, it can be seen that the main factor affecting the environmental responsibility behavior of rural tourists is the local attachment emotion, that is, the perception of the relationship between rural tourists and natural environment supervision. Although individual factors play an important role in the generation of environmental responsibility behavior, their role also needs to be realized by local motivation. Individual's motivation, environmental attitude and behavior intention, environmental knowledge and other factors directly determine their environmental responsibility behavior. Therefore, the relevant management departments should cultivate and improve the environmental responsibility behavior of rural tourists from this perspective, reexamine the role and role of rural tourists in environmental protection, stimulate the internal mechanism of environmental responsibility behavior of ecological camping rural tourists, and guide them to form a strong environmental protection attitude and will.

#### **3.2 Improve the Scenic Area Facilities System and Create a Good Tourism Atmosphere**

The ecological camping scenic spot should not only have a beautiful environment, but also have a relatively perfect internal and external facilities system, such as building a perfect, safe and stable communication network and transportation network, optimizing its internal transportation network, and improving various public transportation facilities system. In order to achieve the common development of the scenic spot and the local economy, the scenic spot operators should actively contact the local transportation department to build a convenient Transportation network, in order to provide good environmental perception to ecotourists, and then promote the change of their environmental attitude. At the same time, improve the internal facilities of the scenic spot[6], build various recreational and shopping facilities, pay attention to the perception experience of rural tourists in the location layout, and fully consider its convenience.

At the same time, it is necessary to build a perfect safety guarantee mechanism for rural tourists, strengthen the internal management of the scenic spot, pay attention to the publicity and training of safety knowledge, improve the safety awareness and comprehensive quality of the staff in the scenic spot, so as to carry out extensive safety publicity for the ecological camping rural tourists, and publicize and introduce the safety precautions and relevant knowledge of the scenic spot by using publicity brochures, prompt boards, dynamic videos, etc [7]. In order to effectively purify the eco-tourism environment, bring good tourism experience to the rural tourists and improve their environmental attitude, it is necessary to provide guarantee for the personal and property safety of the eco camping rural tourists, and strengthen the comprehensive management of the public security of the scenic spot by means of supervision, training and guidance.

#### **3.3 Pay Attention to the Ecological Protection of Scenic Spots and Their Natural Environment**

The book emphasizes that scenic area managers should actively advocate low-carbon tourism, encourage and carry out green consumption, green operation and green growth, so as to make the scenic area become the practice and education base of life culture and ecological civilization. Therefore, we should pay attention to the protection of ecological environment[8], make proper use of and develop the core resources, and use the deep excavation of the core resources to improve the brand of scenic spots. With this good ecological protection to guide rural tourists to change their

environmental attitudes, change their environmental awareness and improve their environmental knowledge, and then promote their environmental responsibility behavior, provide a good atmosphere for the development of eco-tourism. Of course, we should also pay attention to the emotional experience of eco camping rural tourists, provide them with positive emotional experience, and enhance their emotional intention. The intention of safety, service, facilities and landscape not only affects the local identity and attachment of rural tourists, but also their environmental attitude and cognition, and then their environmental responsibility behavior. Therefore, the emotional experience of eco camping rural tourists should be regarded as an important part of scenic area management and marketing, which is of positive significance to improve the local attachment of rural tourists and cultivate their environmental responsibility behavior. Tourism managers should fully realize the importance of rural tourists' emotional experience, actively explore the cultivation of cognitive intention to improve rural tourists' emotional intention, and provide rural tourists with good experience perception and pleasant emotional psychology. By improving their emotional intention to enhance their environmental awareness and guide their environmental responsibility behavior.

#### **4. Conclusion**

In a word, the environmental responsibility behavior of eco campers is affected by the individual factors and situational factors of rural tourists, especially the internal factors such as the individual's emotion, attitude, will and cognition to the environment, which are directly related to their environmental behavior intention. At the same time, we should also pay attention to the influence of local attachment and situation on their environmental responsibility behavior[9-10]. Therefore, the tourism managers should pay attention to the interaction between the rural tourists and the environmental management in the scenic area, so as to form a good emotional connection for the ecological camping rural tourists and promote their environmental responsibility behavior; pay attention to the experience perception of the rural tourists, meet their individual needs, and improve the relevant mechanisms of environmental protection, so as to provide the most beautiful natural environment experience for the rural tourists Strengthen the relationship between them and the ecological environment, enhance their local attachment, and then promote their environmental responsibility behavior.

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