

State, Olimpia; Bulin, Daniel

**Article**

## Aspects of Responsible Tourism - A Quantitative Approach

Amfiteatru Economic Journal

**Provided in Cooperation with:**

The Bucharest University of Economic Studies

*Suggested Citation:* State, Olimpia; Bulin, Daniel (2016) : Aspects of Responsible Tourism - A Quantitative Approach, Amfiteatru Economic Journal, ISSN 2247-9104, The Bucharest University of Economic Studies, Bucharest, Vol. 18, Iss. Special Issue No. 10, pp. 781-797

This Version is available at:

<https://hdl.handle.net/10419/169036>

**Standard-Nutzungsbedingungen:**

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

**Terms of use:**

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*



<http://creativecommons.org/licenses/by/4.0/>

## ASPECTS OF RESPONSIBLE TOURISM – A QUANTITATIVE APPROACH

Olimpia State<sup>1</sup> and Daniel Bulin<sup>2\*</sup><sup>1)</sup> Bucharest University of Economic Studies, Romania<sup>2)</sup> Institute for World Economy, Romanian Academy, Bucharest, Romania

<p><b>Please cite this article as:</b> State, O. and Bulin, D., 2016. Aspects of Responsible Tourism – A Quantitative Approach. <i>Amfiteatru Economic</i>, 18(Special Issue No. 10), pp. 781-797</p>	<p><b>Article History</b> Received: 30 June 2016 Revised: 9 August 2016 Accepted: 6 September 2016</p>
---	--

**Abstract**

The concept of responsibility is well-known, but its association with tourism and connections with different aspects studied extensively, such as ethics, social responsibility, sustainable development and sustainable tourism, offers multiple research options. The main aim of this article is to define responsible tourism and to characterize responsible tourist. To define responsible tourism were seeking answers to the following questions: What are the main characteristics of responsible tourism? What known concepts can be associated with responsible tourism and with which forms of tourism is more suitable? And who are stakeholders in promotion and development of responsible tourism principles? To characterize responsible tourist, research answer to the following questions: What aspects define a responsible tourist? And, in this context, is a responsible attitude to travel and discover your own country? A secondary objective of the research is the statistical testing of correlations between respondents' characteristics and their opinion about the responsibility in tourism. The study is based on quantitative research – a questionnaire applied to Romanian tourists in the period of March-May 2015.

**Keywords:** Responsible tourism, responsible tourist, quantitative research, survey, Pearson correlation.

**JEL Classification:** L83, C10.

**Introduction**

According to the online version of the Romanian Language Dictionary, responsibility is defined as “*the obligation of acting, reacting, accepting and facing consequences of an enterprise*” (Dexonline, n.d.). According to Oxford Dictionary (n.d.) responsibility means “*a moral attitude opposed or correlated to acting, reacting, accepting and facing consequences of an enterprise*”. Considering the above definitions and acknowledging that tourism industry is facing new challenges, the present article is aiming to open a new research perspective – the responsible tourism as a possible strategy of developing

\* Corresponding author, **Daniel Bulin** – daniel.bulin@yahoo.com

Romanian tourism and reintegration of Romania within international touristic flows, starting from the first step that is, understanding the concepts. Consequently, the main target of this article is defining and characterization of tourism, as well as responsible tourism. In the view of fulfilling this task, we have elaborated a quantitative research based on the survey which enabled us to consider the following: defining the main features means associations with some other concepts (eco, ethic, sustainable or alternative tourism); that is, tourism aspects and ranking stakeholders interested in promoting and developing it according to the principles of responsibility – consequently defining responsible tourism. The present study presents partially results of the postdoctoral paper, called “*Tourism - Romania's sustainable growth priority axis*” (Bulin, 2015), aiming as a main target to identify the right options for further sustainable benefit tourism potential in Romania within this specific segment of the worldwide economy.

### 1. Literature review

Although the idea of responsibility (including respect) has appeared even since the 1980 in Manila Declaration (The United Nations World Tourism Organization, 1980), “*the first International Conference on responsible tourism, who took place in Cape Town as a special event within the Worldwide Summit on Sustainable Growth (WSSG) in August 2002*” (Grigolly, 2012).

The responsibility issue has been tackled by Cooper and Ozdil (1992) in the early 90<sup>ies</sup> by studying Turkey as a target viewed as a top destination for mass tourism. Another early survey introducing the concept of responsible tourism, Wheeler (1991) upholds the quantitative nature of global tourism as a basic one, its negative effects appearing as a result of increasing the tourist traffic volume. Consequently, according to this conception, the solution for a responsible and sustainable tourism should be orientated towards measuring and control of the tourist traffic. A survey emphasizing the Government part within this issue is that of Godfrey (1998) discussing the position of the public tourism sector against the principles of sustainable tourism, by uploading the necessity of an institutional generous support in the view of a more efficient integration and coordination of local people. Neto (2003) – under the auspices of UN – consider that to achieve this target, we need among some other things the participations of communities, financial and technical support increasing human resources and strengthening institutional capacity within many developing countries. Goodwin and Francis (2003) have viewed sustainable tourism through its existence on the consumer market studying the consumer’s attitude on ethical and responsible tourism.

During the last ten years the survey on responsible tourism has aroused major interest among researchers. Consequently according to a special issue of “*Journal of Sustainable Tourism Magazine*” discussing the researching perspectives of responsible tourism, the coordinators Bramwell et al. (2008) are distinguishing and ranking different surveys on the matter.

- A first perspective is referring to production and consumption. Some studies are focusing on the experienced touristic consumers and their ethical values, meaning their attitude and behaviour. Some other studies are focusing on production touristic services and business subjects, ethical conceptions, motivation and reactions. Including ethical

principles into business activities can be explained by the worldwide spread corporate companies philosophical responsibility.

- The second modality reveals exploring the type of relationship between the stakeholders of this industry, as well as those between the consumer and producers, tourist and local population, or even between the owner and employees.

- The third approach is focusing on surveying individuals and the moral conduct, on one side meaning observing social groups and their mass responsibility.

- The fourth approach is focusing on responsible tourism as relating to policy markers. Some specialists consider that actions and changes should start upwards, while others supports radical attitudes, approaching modifications, criticizing the capitalist social differences and suggesting the term of “justice tourism”.

Conclusively, the following years appear to confirm the previously surveyed orientations: an offer request approach and hostess (Blackstock, White and McCrum, 2008) globalization impact in tourism – the justice tourism (Higgins-Desbiolles, 2008) or, even niche approaches (Klein, 2011). Blackstock, White and McCrum (2008) start from the premises that responsible tourism is supporting both the tourist and the hostess’ behaviour in order to reduce the negative impact; they introduce an original concept called the justice tourism. This concept would include sustainable tourism and ecotourism concepts, promote peace by tourism and allow access of all the social strata etc. (Klein, 2011) has analysed implications of responsibility in cruise tourism. This type of tourism has proved a negative impact on marine and coastal environment, local economies and respectively on all local communities, as an effect of it dynamics growing higher than the tourism sector average level.

South Africa Republic comes as a model of promoting responsible tourism, both nationally and locally (Cape Town). The Tourism and Environment Department of the South-African Government has developed a strategy of applying responsible tourism by tracking economic, social and environmental targets. More than that, local Cape Town strategy is emphasized an essential aspect of the responsible tourism: the fact that, unlike the ethical usual behaviour, the implied actions have to assume responsibility for the impact of their actions. In parallel, the scientific environment has met the real needs of the society; Frey and George (2010) have studied attitudes and perceptions of the business environment in Cape Town, as compared to the applied management practices for responsible tourism (Responsible Tourism Management RTM). They reveal that, in spite of a certain positive attitude the tourism companies are not investing their resource (time & money) into the developing and interchange of good practices within responsible tourism. There is a difference between their intention and their real achievements, caused by financial constraints, market competitively and lack of real governmental support.

We need to mention some others lately appeared surveys on the subject of responsible tourism: Nederland Development Organisation (2009) – viewed from a micro-economical perspective, considering responsible tourism as a business opportunity Rainforest Alliance In Costa Rica (2005) – a good practice guide for responsible tourism. We also have to remark that in 2010, European Union has launched a number of consulting sessions and invited the interested tourist sides to join in expressing their opinions on the subject.

Recent research confirms the topicality of our study: the interest to identify ways of quantifying (Xin and Chan, 2014; Jaini, Anuar and Daim, 2012; Bagul and Eranza, 2010; DG Enterprise and Industry, 2013) or towards conceptual clarifying by defining responsible tourism (Caruana et al., 2014) and the responsible tourist (Mody et al., 2014).

Regarding the quantification and assessment of progress in responsible tourism, Xin and Chan (2014), had in mind recent studies which propose indicators for measuring sustainable tourism (Jaini, Anuar and Daim, 2012), grouped in four dimensions (environmental, planning, social, economic), representatives of Ecotourism (Bagul and Eranza, 2010) and sustainable destinations, proposed by the European Commission (DG Enterprise and Industry, 2013). The complete list can be found at Annexes in the table no. 1.

Caruana et al. (2014) considers responsible tourism as defined by a broad set of touristic interactions which are involving tourist and local communities bringing benefit and minimizes the negative impacts of tourism. Analysing the reasons why foreign tourists visited India, Mody et al. (2014) have defined three categories of foreigners in relation to their orientation towards accountability: Responsibles, Novelty Seekers, and Socializers.

## **2. Methodology**

In order to achieve the article objectives we achieved a quantitative research, exploratory type-chasing such a profound understanding of the theme addressed. They were recovered in part (three sections) the results of a statistical survey, using as a tool questionnaire variables auto-administered, research, typology and response classes being detailed in the table no. 2 of the Annex.

Statistical analysis of results assumed, first, internal consistency of testing items and then testing the association between classification variables (age, sex, income, education) and opinion questions. To test whether composing the underlying questions of the same size, converge has been applied to the analysis of internal consistency, also known as Cronbach Alpha. The higher the value of this indicator is close to 1, the more items that compose a question measure the same concept. For a suitable scaling, considering that in social science phenomena measured are particularly complex, we set out the minimum level of Cronbach Alpha value at the lower limit of 0.6.

Review questions for which it has been tested with the classification variables were: to what extent is known the concept of responsible tourism?, to what extent do you consider that the following aspects define responsible tourism?, to what extent do you consider yourself a responsible tourist?, to what extent do you think that the following points define a tourist in charge?, What opinion do you have regarding the following statement : One has a responsible attitude when you prefer, before all, to travel and to know their own country.

The research was carried out in the period March-May 2015, the collection of data being carried out in the first round with the support of enthusiastic students at the Faculty of Business and tourism in the second stage the questionnaire being distributed online, through the mail and via social networks, using the isondaje.ro platform for uploading replies. Total number of respondents was 270, so results are indicative, constituting itself as a fundamental reference for the development of future studies.

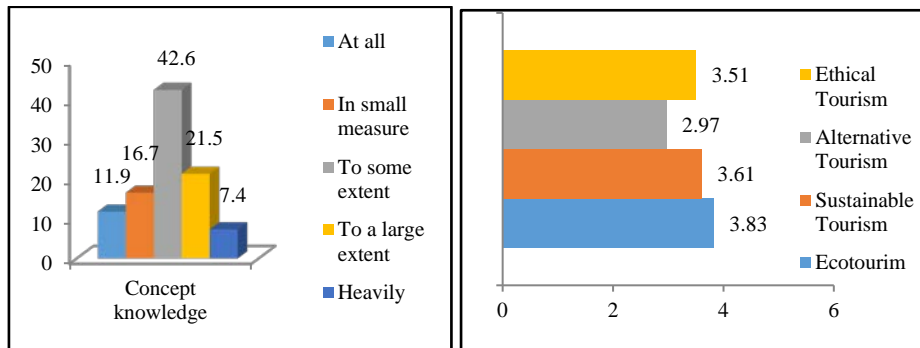
**3. Results and discussion**

**3.1. Empirical analysis of the results**

In terms of organization studied, 57% of the respondents are women, while the remaining 43% men, 36 percent of respondents between 18 and 30 years, respectively, were between 31 and 45 years of age, while the remaining 28 percent were over 45 years old. Nearly half of respondents (49%) have an income between 1501 and 3000 lei, 30% have incomes of less than 1500 lei, while 21% earn over \$ 3000.

The majority of those who participated in the survey are employees (74%), only 14% are students, while others have low weights in total: 7% 4% free professional, retired, 1% unemployed. 76% of respondents have higher education (47% 29% undergraduate, postgraduate), while the remaining 24% having secondary-school studies.

Most of the respondents consider that they are known only to a certain extent the concept of responsible tourism. Nearly 30% of the participants in the poll didn't know at all, or know only to a limited extent, this concept is similar to being represented by the total of those who know it in large and very large extent (figure no. 1 and table no. 1). Going forward, the respondents have paired, noting on a scale of 1 (low) to 5 (maximum), the concept of responsible tourism with ecotourism, sustainable tourism, alternative tourism and ethical tourism. The distribution of responses shows that the "ecotourism" 38.1% have associated it with the maximum value (5) for "sustainable tourism" and "Tourism Ethics" the greatest frequency had a value of 4. Doing the weighted average of the responses, responsible tourism is associated mostly with ecotourism (3,83), as well as with sustainable tourism (3.61) or ethical tourism (3.51) and to a lesser extent with alternative tourism (2,97).



**Figure no. 1: The degree of knowledge of the concept of responsible tourism**

*Source: by authors, based on research results*

**Table no. 1: Distribution of answers: the concept of responsible tourism association**

Concept	1	2	3	4	5
Ecotourism	4.4%	11.1%	20%	26.3%	38.2%
Sustainable Tourism	6.7%	11.5%	24.1%	29.3%	28.4%
Alternative Tourism	10%	25.2%	32.2%	22.6%	10%
Ethical Tourism	8.5%	14.8%	23%	24.8%	28.9%

*Source: by authors, based on research results*

The concept of responsible tourism is characterised by a number of specific issues, respondents noting the extent to which each of them define it, on a scale from "not at all" to "very large

extent”. If we pay the response options (0-No 1-In 2-ounce, in some degree, 3-, 4-heavily) and we do environmental score, referring to us and to the most common answers, we find the following (distribution of answers can be found at Annexes in table no. 3):

- The most important characteristics of tourism responsible are perceived to be contributing to the preservation of the natural heritage and education, knowledge and informing, almost half of respondents (respectively 30.4% 45.6%) choosing the option in their case “heavily” and only insignificant proportion (0.4% 1.1%), respectively, by choosing “No”.
- Responsible tourism is defined in a very large measure of ethical behaviour (average score 3,09), promotion of local culture (average score 3.01) and minimizing the negative impact on the environment (environmental score 3,08);
- Responsible tourism also involves largely superior long-term benefits from the economic point of view, contribute to a positive relationship between the tourist and the local community, support local entrepreneurs and local production, involves the rational use of resources, requires the active involvement of all stakeholders, provides opportunities for the local community and improve working conditions, but are in line with local rules and laws regional, national, and international.

Analysing the frequency of results, as well as the module and the weighted average (calculated as a result of the granting of the following values for the options response: “not at all”-0 “to a small extent” -1 “to the limited extent”, 2, “largely”-3 “heavily”-4) we appreciate that responsible tourism is suitable for rural tourism, agritourism and ecotourism, and cultural tourism (table no. 2). Regarding the other categories it finds the following:

- Mountain tourism is perceived as largely suitable for responsible tourism, the average score being raised (2.96), nearly 70% of respondents choosing options “in large, heavily”.
- Two other forms of mass tourism, coastal tourism, namely sea side tourism and wellness or spa-tourism (not mutually exclusive) are positioned in the middle of a virtual axis of tourism responsible, but in a different way: balneo tourism/spa recorded an average score top 2.54, but the highest frequency of replies has the option “to some extent”, while for coastal tourism, although the average is somewhat lower (2.44), the module is “largely”.
- Urban tourism/events and conferences is perceived as the least suitable concept and characteristics of responsibility, but also appreciate that if its cumulative frequencies for the options “in large, heavily” are superior to the other extreme (“not at all”, “the small extent”).

**Table no. 2: distribution of replies: to what extent do you think that lends the following classic forms of tourism responsible tourism?**

<b>Form of tourism</b>	<b>At all</b>	<b>In small measure</b>	<b>To some extent</b>	<b>To a large extent</b>	<b>Heavily</b>	<b>Average Score</b>	<b>Module</b>
Seaside tourism	4.8%	17.8%	26.3%	30.7%	20.4%	<b>2.44</b>	<b>To a large extent</b>
Mountain tourism	0%	5.9%	24.5%	37.4%	32.2%	<b>2.96</b>	<b>To a large extent</b>
Balneo tourism/spa	4.1%	10.4%	34.7%	28.9%	21.9%	<b>2.54</b>	<b>To some extent</b>
Cultural tourism	0.4%	5.6%	24.8%	32.2%	37.0%	<b>3.05</b>	<b>Heavily</b>
Rural tourism/ Ecotourism/ Agritourism	1.1%	5.2%	15.2%	30.7%	47.8%	<b>3.19</b>	<b>Heavily</b>
Urban tourism/Events and Conferences	8.5%	17.0%	35.6%	22.6%	16.3%	<b>2.21</b>	<b>To some extent</b>

*Source: by authors, based on research results*

Regarding to the involvement of interested categories a responsible tourism, according to the average score and by the way, it can delineate the following clusters (table no. 3):

- *Accountability*: local authorities, being the highest and sensibly higher over all others (3.2), “heavily” is the choice of over half of the respondents.

- *High to very high responsibility*: with over 3, i.e. the cumulative frequencies of over 70% for the options “heavily” and “largely” tourists and the business environment (both tour operators and travel agencies, as well as local tourist products of tenderers).

- *Accountability*: the central authorities, with an average of 2.9 and the most common response “heavily”; concerned local community/tourist destinations, with residents averaging 2.91, but given the “largely”.

- *Average high*: responsibility towards Non-Governmental Organizations and other categories of associations, namely the scientific environment, education and research, with high average, respectively the highest frequency responses “to a great extent”.

**Table no. 3: Distribution of answers: the extent to which the promotion and development of a responsible tourism is for the following interested parties (stakeholders)**

Stakeholder	At all	In small measure	To some extent	To a large extent	Heavily	Average Score	Module
The central authorities (Governments)	4.4%	6.3%	20.8%	32.2%	36.3%	2.90	Heavily
Local authorities	2.2%	4.1%	15.5%	27.8%	50.4%	3.20	Heavily
Business-Tour-operators and travel agencies	0.7%	2.6%	23.4%	38.5%	34.8%	3.04	To a large extent
Business-local tenderers of tourist products	0%	4.8%	20.0%	37.8%	37.4%	3.08	To a large extent
Destinations-local community residents	1.5%	6.7%	21.4%	40.4%	30.0%	2.91	To a large extent
Tourists	3.3%	5.2%	20.0%	28.5%	43.0%	3.03	Heavily
NGO/Associations	2.2%	6.7%	31.1%	32.6%	27.4%	2.76	To a large extent
Academic environment	3.7%	7.0%	27.0%	35.6%	26.7%	2.74	To a large extent

Source: by authors, based on research results

Further, respondents were asked to evaluate self-responsibility as tourists, most of them by choosing the option “large extent” (44.4%), only a total of 7.4% appreciating as “little” or “not at all” responsible.

To define one, respondents also rated 7 characteristics thereof. Thus, according to the results (distribution of answers can be found at Annexes in table no. 4), appreciate that:

- One responsible, above all, respects nature: almost three-quarters of respondents (74,1%) believes that this feature defines highly responsible attitude;



- Conscious actions, treating with respect to locals, respect for local traditions and customs of the community defined in that order (according to the average score), in very large measure, a responsible tourist.

- With regard to the orientation of the respondents participating in the survey-tourists to behave responsibly, according to the responses to the three questions, the following is found:

- most of them buy local souvenirs (62%) and only 5% says don't do this;
- a majority of 70% consume specific menus, experiencing the local cuisine, the other 26% doing this only sometimes;
- 71% are constantly informed the Customs and culture of the other holiday destinations 24% do this only sometimes.

Questioned about the allegation: does one prefer a responsible attitude when, before all, to travel, to know your own country?, over 80% of respondents agreed: almost half (48.1%) are partially agree, other 35.2% totally agree. If we attach values response options, 0 for “I don't know,” -2 “strongly disagree” to “strongly disagree 1-partially,” + 1 “Agreement in part”, + 2 for “Total agreement”, the average score is close to 1 (0.96 specifically), this confirming that, in the perception of tourists, a responsible attitude to each one of us is to travel first to let us know for the country.

**3.2. Statistical analysis of the results**

*Analysis of internal consistency:* The results of the test carried out in SPSS program, we show that the values are above Cronbach Alpha intake (0.6):

- To what extent do you consider that the following aspects define responsible tourism? (Cronbach Alpha = 0.863).
- To what extent do you think that the following points define a tourist in charge? (Cronbach Alpha = 0.818).

*Testing the association between classification variables (ranking age, sex, income, education) and opinion questions:* considering the extent to which the concept of responsible tourism is realized by the respondents, we may notice that there are no significant correlations with their age, sex, education or income respondents (table no. 4).

**Table no. 4: Statistical Correlations**  
**“To what extent is known the concept of responsible tourism?”**

		<b>Age</b>	<b>Sex</b>	<b>Income</b>	<b>Education</b>
To what extent is the concept of responsible tourism known?	Pearson Correlation	-.043	.072	.082	.054
	Sig. (2-tailed)	.485	.238	.177	.373
	N	270	270	270	270

*Source: by authors, SPSS*

For the items pertaining to the question “to what extent do you consider that the following aspects define responsible tourism?”, Pearson correlation indexes have small values, with significant weaknesses ties from statistically (table no. 5).

For a reliable maximum coefficient of 0.01 accepted:

- A positive connection statistics and low-intensity between the feature “Involves the rational use of resources”, i.e. education and gender of respondents.
- A connection negative statistics and low-intensity between “feature provides access to tourism for all people” and revenue, i.e. the education of respondents.

For a reliable maximum 0.05 accepted is found:

- A positive connection statistics and low-intensity between the feature “contribute positively to local tourist-community relationship” and sex education, respectively, of respondents.
- A positive connection statistics and low-intensity between the characteristic of "businessmen and Supports local production” and the education of respondents.
- A positive connection statistics and low-intensity between the feature “involves the education, knowledge and information” and sex education, respectively, of respondents.
- A positive connection statistics and low-intensity between the features “Promotes an ethical behaviour” and the age, sex and education of respondents.

**Table no. 5: Statistical Correlations-responsible tourism**

Characteristics		Age	Sex	Income	Education
Contribute positively to the local tourist-community relationship	Pearson Correlation	-.071	.123*	.044	.126*
	Sig. (2-tailed)	.245	.043	.468	.039
	N	270	270	270	270
Supports local entrepreneurs and local production	Pearson Correlation	.001	.113	.015	.154*
	Sig. (2-tailed)	.982	.063	.808	.011
	N	270	270	270	270
Involves the rational use of resources	Pearson Correlation	-.027	.196**	.006	.250**
	Sig. (2-tailed)	.654	.001	.918	.000
	N	270	270	270	270
Provides access to tourism for all categories of people	Pearson Correlation	.050	.038	-.219**	-.168**
	Sig. (2-tailed)	.411	.533	.000	.006
	N	270	270	270	270
Involves education, knowledge and information	Pearson Correlation	-.043	.150*	.008	.121*
	Sig. (2-tailed)	.485	.014	.894	.048
	N	270	270	270	270
Promotes ethical behaviour	Pearson Correlation	-.126*	.148*	.012	.125*
	Sig. (2-tailed)	.039	.015	.846	.040
	N	270	270	270	270

Source: by authors, SPSS

Note: in the table are presented only the characteristics for which there are significant statistical correlations

We may notice that the respondents do not reveal significant correlations with their age, sex, education or income (table no. 6).

**Table no. 6: Statistical Correlations**  
**“to what extent do you consider yourself a tourist in charge?”**

		<b>Age</b>	<b>Sex</b>	<b>Income</b>	<b>Education</b>
To what extent do you consider yourself a responsible tourist?	Pearson Correlation	.025	.098	.036	.099
	Sig. (2-tailed)	.684	.107	.553	.106
	N	270	270	270	270

*Source: by authors, SPSS*

For items corresponding to the question “to what extent do you think that the following points define a tourist in charge?”, Pearson correlation indexes have small values, with significant positive connections and low-intensity, for a maximum of 0.05 trust accepted, between: (1) “respect for nature” and income, i.e. the education of respondents; (2) characteristic of “respect for the traditions and customs of the local community” and the education of respondents; (3) “rules of travel” and sex, respectively education of respondents (table no. 7).

**Table no. 7: Statistical Correlations**  
**“to what extent do you think that the following points define a tourist in charge?”**

		<b>Age</b>	<b>Sex</b>	<b>Income</b>	<b>Education</b>
Respect for nature	Pearson Correlation	-.020	.061	.127*	.128*
	Sig. (2-tailed)	.744	.315	.037	.036
	N	270	270	270	270
Respect for the traditions and customs of the local community	Pearson Correlation	.113	.035	.037	.124*
	Sig. (2-tailed)	.063	.572	.545	.042
	N	270	270	270	270
Rules of travel	Pearson Correlation	-.023	.148*	.036	.134*
	Sig. (2-tailed)	.711	.015	.552	.028
	N	270	270	270	270

*Source: by authors, SPSS*

*Note: Shown in the table are just the features for which there are no significant statistical correlations*

In terms of opinion about the statement “One has a responsible attitude when you prefer, before all, to travel and to know their own country”, it is noted that there are significant correlations with age, sex, education or income respondents (table no. 8).

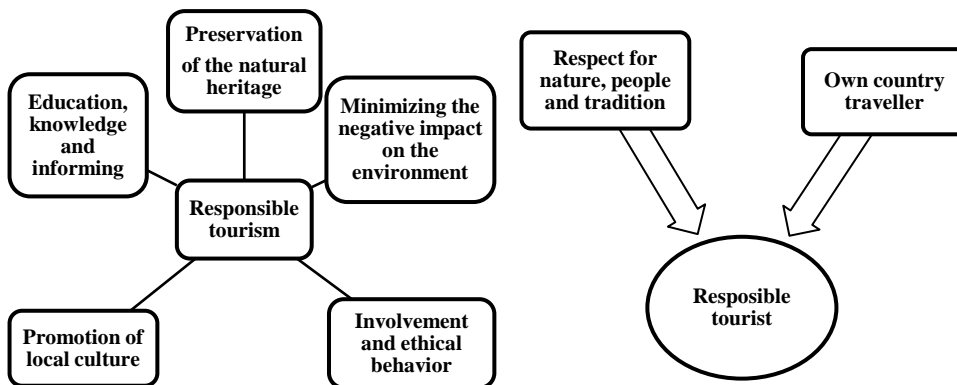
**Table no. 8: Statistical Correlations**  
**“One has a responsible attitude when you prefer, before all, to travel and to know their own country”**

		<b>Age</b>	<b>Sex</b>	<b>Income</b>	<b>Education</b>
One has a responsible attitude when you prefer, before all, to travel and to know their own country	Pearson Correlation	-.037	.111	-.045	-.075
	Sig. (2-tailed)	.547	.069	.466	.218
	N	270	270	270	270

*Source: Made by author, SPSS*

## Conclusions

The study reveals that *responsible tourism* is mainly defined by the orientation of the natural preservation and minimizing the negative impact of tourist activity on the environment, but also education, knowledge and informing, promotion of local culture and ethical behaviour of all parties involved (figure no. 2). Be perceived as ecotourism or as sustainable tourism or tourism ethics, especially suitable to rural tourism, agritourism and ecotourism, cultural tourism, respectively, as well as forms of mass tourism-mountain tourism, coastal tourism, tourism spas and wellness-spa *tourism responsible involves the involvement of all interested categories*, particularly local authorities, tourist and business environment, whether in the sphere of distribution either on the production of packages and tourist services. As regards the definition of *responsible tourism*, it respects nature, locals of the destinations visited, their tradition and customs, with a penchant towards travel to known, above all, his own country (figure no. 2).



**Figure no. 2: Responsible tourism and tourist features**

*Source: by authors*

Testing statistical links between variables for the identification and classification of respondents and questions of opinion revealed the existence of very few statistically significant correlations, all with low intensity. Only in the case of 5 of the 14 characteristics of responsible tourism statistical links exist with one or more variables, in particular with the education of respondents. Also, just for 6 of the 7 attributes of responsible tourism there are significant correlations in terms of education, respondents with statistical, but also with their income or gender.

The existence of only a few statistical relationships between variables tested, but also their low intensity, shows that in the definition of the responsible tourism and tourism there significant differences between the perceptions of respondents according to age, sex, education or income thereof. However, we appreciate that level of education is highlighted as the most important factor to determine the understanding and knowledge of the characteristics and attributes assessed in the analysis.

*The limits of research* derived, on the one hand, the uniqueness of its content and the set of variables used, and, on the other hand, due to the lack of total control as regards respondents and sampling adequacy. Possible *future research directions* can be founded in qualitative studies on specific target groups-local authorities, local population, local

business environment-through interviews and/or focus groups. Also, a specific technique interview-Delphi could be applied to different target groups-public environment specialists, and research, in the realization of a study on what would be the basis for a possible national strategy for tourism development, responding to both the reality and the principles of responsible tourism.

### Acknowledgment

This paper has been financially supported within the project entitled “Horizon 2020 – Doctoral and Postdoctoral Studies: Promoting the National Interest through Excellence, Competitiveness and Responsibility in the Field of Romanian Fundamental and Applied Scientific Research”, contract number POSDRU/159/1.5/S/140106. This project is co-financed by European Social Fund through Sectoral Operational Programme for Human Resources Development 2007-2013. Investing in people!

*Note: The study presents partially results of the postdoctoral research paper “Tourism - Romania's sustainable growth priority axis”*

### References

- Bagul, A.H.B.P. and Eranza, D.R.D., 2010. Success indicators for ecotourism site. In: Social Transformation Platform, Universiti Sains Malaysia, *Proceedings of Regional Conference on Tourism Research*, pp.82-88. Penang, Malaysia, 13-14 december 2010. Pulau Pinang, Malaysia: Practical Printers Sdn.Bhd.
- Blackstock, K.L., White, V. and McCrum, G., 2008. Measuring Responsibility: An Appraisal of a Scottish National Park's Sustainable Tourism Indicators. *Journal of Sustainable Tourism*, 16 (Special Issue 3), pp.276-297.
- Bramwell, B., Lane, B., McCabe, S., Mosedale, J. and Scarles, C., 2008. Research Perspectives on Responsible Tourism. *Journal of Sustainable Tourism*, 16(Special Issue 3), pp.253-257.
- Bulin, D., 2015. *Turismul – axă prioritară de creștere economică durabilă a României*, Postdoctoral research paper. Bucharest: Institute for World Economy, Romanian Academy.
- Caruana, R., Glozer, S., Crane, A. and McCabe, S. 2014. Tourists' accounts of responsible tourism. *Annals of Tourism Research*, 46, pp.115–129.
- Cooper, C.P. and Ozdil, I., 1992. From mass to 'responsible' tourism: the Turkish experience. *Tourism Management*, 13(4), pp.377-386.
- Dexonline, n.d. *Dictionare ale limbii romane*. [online] Available at: <<https://dexonline.ro/definitie/responsabilitate>> [Accessed 20 August 2015].
- DG Enterprise and Industry, 2013. *European Tourism Indicator System Toolkit for Sustainable Destination*. Belgium, European Commission. Luxembourg: Publications Office of the European Union.
- Frey, N. and George, R., 2010. Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism Management*, 31(5), pp.621-628.

- Godfrey, K.B., 1998. Attitudes towards 'sustainable tourism' in the UK: a view from local government. *Tourism Management*, 19(3), pp.213-224.
- Goodwin, H., and Francis, J., 2003. Ethical and responsible tourism: Consumer trends in the UK. *Journal of Vacation Marketing*, 9(3), pp.271-284.
- Grigolli, P., 2012. *Studii despre turismul responsabil*. [online] Available at: <<http://crrt.ro/studii-despre-turismul-responsabil/>> [Accessed 20 August 2015]
- Higgins-Desbiolles, F., 2008. Justice Tourism and Alternative Globalisation. *Journal of Sustainable Tourism*, 169(Special Issue 3), pp.345-364.
- ISondaje, n.d. *Isondaje.ro – Rapid si usor*. [online] Available at: <<http://isondaje.ro/>> [Accessed 20 august 2015].
- Jaini, N., Anuar, A.N.A. and Daim, M.S., 2012. The practice of sustainable tourism in ecotourism sites among ecotourism providers. *Asian Social Science*, 8(4), pp.175-178.
- Klein, R.A., 2011. Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability. *Journal of Hospitality and Tourism Management*, 18(1), pp.107-116.
- Mody, M., Day, J., Syndor, S., Jaffe, W. and Lehto, X., 2014. The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India, *Tourism Management Perspectives*, 12(October), pp.113-124.
- Nederland Development Organisation, 2009. *The market for responsible tourism products – with a special focus on Latin America and Nepal*. [pdf] Available at: <<http://www.responsibletravel.org/resources/documents/reports/The%20Market%20for%20Responsible%20Tourism%20Products.pdf>> [Accessed 20 august 2015]
- Neto, F., 2003. *A New Approach to Sustainable Tourism Development: Moving Beyond Environmental - Moving Beyond Environmental Protection*. DESA Discussion Paper No.29. New York: United Nations, Development Policy and Planning Office, Department of Economic and Social Affairs.
- Oxford Dictionaries, n.d. *Definition of responsibility in English*. [online] Available at: <<http://www.oxforddictionaries.com/definition/english/responsibility>> [Accessed 20 August 2015].
- Rainforest Alliance In Costa Rica, 2005. *Guide for sustainable tourism best practices*. [pdf] Available at: <[http://www.rainforest-alliance.org/tourism/documents/tourism\\_practices\\_guide.pdf](http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf)> [Accessed 20 August 2015]
- The United Nations World Tourism Organization, 1980. *Manila Declaration on World Tourism*. [pdf] Available at: <<http://www.univeur.org/cuebc/downloads/PDF%20carte/65.%20Manila.PDF>> [Accessed 20 August 2015].
- Wheeller, B., 1991. Tourism's troubled times: Responsible tourism is not the answer. *Tourism Management*, 12(2), pp.91-96.
- Xin, T.K. and Chan, J.K.L., 2014. Tour operator perspectives on responsible tourism indicators of Kinabalu National Park, Sabah. *Procedia – Social and Behavioral Sciences*, 144, pp.25-34.

**Annexes**

**Table no. 1: Indicators for measuring you responsible tourism**

<b>Authors</b>	<b>Indicators</b>
Jaini, Anuar and Daim (2012)	<ol style="list-style-type: none"> <li>1. Site Protection</li> <li>2. Stress</li> <li>3. Use Intensity</li> <li>4. Waste Management</li> <li>5. Critical Ecosystem</li> <li>6. Social Impact</li> <li>7. Local Satisfaction</li> <li>8. Consumer Satisfaction</li> <li>9. Tourism Contribution to Local Economy</li> <li>10. Planning Process</li> <li>11. Development Control</li> </ol>
Bagul and Eranza (2010)	<ol style="list-style-type: none"> <li>1. Visible local community participation/high level of participation</li> <li>2. High number of tourists</li> <li>3. Well managed site</li> <li>4. Clear improvement in live and livelihood</li> <li>5. Improvement to infrastructures</li> <li>6. Meeting objectives</li> <li>7. Good cooperation among stakeholders</li> <li>8. Practice good ecotourism management/ sustainable in every way</li> <li>9. Promote conservation of natural resources</li> <li>10. Preservation of culture</li> <li>11. Number of ecotourism establishment</li> <li>12. Happy and motivated community</li> <li>13. Benefits to community</li> <li>14. Being informative and educational</li> <li>15. Satisfied tourists</li> <li>16. Link to other good tourism site</li> <li>17. Good high quality ecotourism products</li> <li>18. High reputation</li> <li>19. Properly developed site</li> <li>20. Ability to draw interest with a 'wow' factors</li> <li>21. Ability to capitalise strengths</li> </ol>
DG Enterprise and Industry (2013)	<ol style="list-style-type: none"> <li>1. Sustainable tourism public policy</li> <li>2. Sustainable tourism management in tourism enterprise</li> <li>3. Customer satisfaction</li> <li>4. Information and communication</li> <li>5. Tourism flow (volume and value) at destination</li> <li>6. Tourism enterprise(s) performance</li> <li>7. Quantity and quality of employment</li> <li>8. Safety and health</li> <li>9. Tourism supply chain</li> <li>10. Community/ social impact</li> <li>11. Gender equality</li> <li>12. Equality/ accessibility</li> <li>13. Protecting and enhancing cultural heritage, local identity and assets</li> <li>14. Reducing transport impact</li> <li>15. Climate change</li> <li>16. Solid waste management</li> <li>17. Sewage treatment</li> <li>18. Water management</li> </ol>

Authors	Indicators
	19. Energy usage 20. Landscape and biodiversity protection 21. Light and noise management 22. Bathing water quality

Source: Adaptation after Xin and Chan, 2014

**Table no. 2: Research Variables**

Variable	Type Question/Feature	Response Variants/Classes
<b>Age</b>	Identification/Classification	18-30 years 31-45 years Over 45 years
<b>Sex</b>	Identification/Classification	Male Female
<b>Income</b>	Identification/Classification	<1500 RON 1500-3000 >3000 RON
<b>Education</b>	Factual, closed	School studies Undergraduate studies Postgraduate studies
<b>Occupation</b>	Factual, closed	Freelance Employee Student Retired Unemployed
<b>To what extent is the concept of responsible tourism known?</b>	Opinion, scalar	At all In small measure To some extent To a large extent Heavily
<b>On a scale of 1 (low) to 5 (maximum) associated with the concept of responsible tourism:</b> Ecotourism Sustainable Tourism Alternative Tourism Ethic Tourism	Opinion, scalar	1 (minimum) to 2-3-4-5 (maximum)
<b>To what extent you believe the following issues define responsible tourism? 14 features</b>	Opinion, scalar	At all In small measure To some extent To a large extent Heavily
<b>To what extent do you think that lends the following classic forms of tourism responsible tourism?</b> Seaside tourism Mountain tourism Balneo tourism/spa Cultural tourism Rural tourism/Ecotourism/Agrotourism Urban tourism/Events and Conferences	Opinion, scalar	At all In small measure To some extent To a large extent Heavily



Variable	Type Question/Feature	Response Variants/Classes
<b>The extent to which the promotion and development of a responsible tourism is for the following interested parties (stakeholders):</b> The central authorities (Governments) Local Authority Business-Tour operators and travel agents Business-local tenderers Tourist destinations-produced local community Residents Tourists/NGO Partnership educational Environment/academic	Opinion, scalar	At all In small measure To some extent To a large extent Heavily
<b>To what extent do you considered a responsible tourist?</b>	Opinion, scalar	At all In small measure To some extent To a large extent Heavily
<b>To what extent do you believe the following aspects define a responsible tourist?7 characteristics</b>	Opinion, scalar	At all In small measure To some extent To a large extent Heavily
<b>Buy local souvenirs?</b>	Factual, closed	Yes No Sometimes
<b>Draining your specific menus?</b>	Factual, closed	Yes No Sometimes
<b>Information about your habits and culture destinations?</b>	Factual, closed	Yes No Sometimes
<b>What opinion do you have with respect to the following statement:</b> One has a responsible attitude when you prefer, before all, to travel and to know their own country	Opinion, scalar	I do not know Strongly disagree Disagreeing in part Partially agree Total agreement

Source: Made by authors

**Table no. 3: Distribution of answers: to what extent you believe the following issues define responsible tourism?**

Feature	At all	In small measure	To some extent	To a large extent	Heavily	Average Score	Module
Minimizes negative environmental impacts	3.3%	4.1%	20.7%	24.8%	47%	3.08	Heavily
Higher benefit in terms of long-term economic	1.1%	7.8%	29.6%	34.1%	27.4%	2.79	To a large extent
Contribute positively to the local tourist-community relationship	0.4%	3%	24.1%	40.7%	31.9%	3.01	To a large extent

Feature	At all	In small measure	To some extent	To a large extent	Heavily	Average Score	Module
Contribute to the conservation of natural heritage	0.4%	3.3%	17.8%	29.6%	48.9%	3.23	Heavily
Support and promote local culture	0.4%	3.7%	26.3%	33.7%	35.9%	3.01	Heavily
Support local entrepreneurs and local production	1.5%	10.7%	27.8%	34.8%	25.2%	2.71	To a large extent
Involves the rational use of resources	1.1%	6.7%	21.5%	35.9%	34.8%	2.97	To a large extent
Don't hinder local community access to resources and basic public services	3.7%	12.6%	35.9%	29.6%	18.1%	2.46	To some extent
Entails the active involvement of all interested	1.9%	6.3%	32.2%	37.8%	21.9%	2.71	To a large extent
Provides access to tourism for all categories of people	4.8%	11.5%	30.7%	30.4%	22.6%	2.54	To some extent
Provides opportunities for the local community and improve working conditions	2.6%	7.4%	31.5%	33.7%	24.8%	2.71	To a large extent
Are in line with the rules and laws of local, national, regional and international	2.2%	6.7%	28.5%	35.2%	27.4%	2.79	To a large extent
Involves education, knowledge and information	1.1%	4.1%	16.3%	33%	45.6%	3.18	Heavily
Promotes ethical behaviour	1.5%	4.1%	22.2%	28.5%	43.7%	3.09	Heavily

Source: Developed by the authors, based on research results

**Table no. 4: Distribution of replies: to what extent do you believe the following aspects define a tourist in charge?**

Feature	At all	In small measure	To some extent	To a large extent	Heavily	Average Score	Module
Conscious actions	1.5%	0.7%	10.7%	31.9%	55.2%	3.39	Heavily
Respect for nature	0%	1.5%	4.8%	19.6%	74.1%	3.66	Heavily
Treating with respect to locals	1.9%	2.2%	7.4%	34.4%	54.1%	3.37	Heavily
Information about the destination	1.9%	5.2%	18.5%	37.8%	36.7%	3.02	To a large extent
Respect for the traditions and customs of the local community	1.5%	3.7%	15.9%	32.6%	46.3%	3.19	Heavily
Optimal choice of means of transport	3%	6.3%	23.7%	38.9%	28.1%	2.83	To a large extent
Rules of travel	1.5%	4.8%	19.6%	38.1%	35.9%	3.02	To a large extent

Source: Developed by the authors, based on research results