JOURNAL OF TOURISM AND SERVICES
Issue 31, volume 16, ISSN 1804-5650 (Online)
www.jots.cz

Expounding the Consumption Intention Towards Green Camping Products: Goal Setting Perspective

Reshma Sandeep Kumar Dey
Indian Institute of Technology Madras, Chennai, India
Jiří Strouhal
TalTech School of Business and Governance, Department of Business Administration, Estonia
Faculty of Entrepreneurship and Law, Pan-European University, Prague, Czechia
Iveta Hamarneh
Faculty of Entrepreneurship and Law, Pan-European University, Prague, Czechia
Mark Ratilla
Visayas State University, Baybay, Philippines
Natalie Aleksandra Gurvitš-Suits
TalTech School of Business and Governance, Department of Business Administration, Estonia

Received: 13 March 2025. **Revision received**: 21 May 2025. **Accepted**: 12 August 2025

Abstract
Camping is a widely enjoyed leisure activity, and in light of growing environmental concerns, sustainable camping practices have become increasingly important. This study investigates the drivers and barriers of green camping behaviour among Czech campers, aiming to fill a notable gap in the sustainable tourism literature—specifically, the underexplored domain of eco-conscious camping behaviours in Central Europe. Using a combination of convenience and purposive sampling, an online survey was administered to 300 Czech campers. The survey instrument, validated through a two-section format, gathered demographic information and assessed behavioural constructs grounded in environmental psychology. Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed to test the hypothesised relationships. The results revealed that environmental awareness, perceived behavioural control, and social norms drive green camping behaviour. At the same time, barriers such as a lack of knowledge, limited access to eco-friendly products, and higher costs deter sustainable practices. Furthermore, a positive association was found between green camping behaviour and overall satisfaction with the camping experience. The study provides practical implications for camping service providers and policymakers seeking to enhance sustainable tourism by addressing behavioural motivators and barriers specific to camping contexts in Czechia.

Key Words: green camping; touristic activity; model of goal-directed behaviour; sustainable tourism; Czechia, Czech republic

JEL Classification: L83, Z31, Z32

Reference: Kumar Dey, R. S., Strouhal, J., Hamarneh, I., Ratilla, M., & Gurvitš-Suits, N. A. (2025). Expounding the Consumption Intention Towards Green Camping Products: Goal Setting Perspective. *Journal of Tourism and Services*, *16*(31), 122-140. https://doi.org/10.29036/bj7p2v67

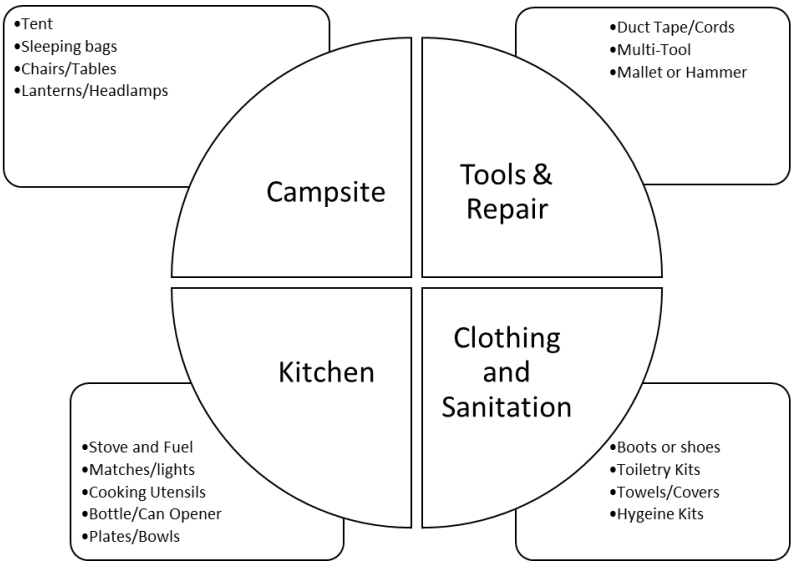
1. Introduction

Czechia is known for camping and outdoor recreational activities. The rightward shift in demand for campsites in 2021 amounted to 67580 sites across the country (EUROSTAT, 2021). The Czech Statistical Office reports an estimated 8.55% increase in the supply of campsite inventory, including trailer

and recreational vehicle parks (EUROSTAT, 2021). Although wild or dispersed camping is not permitted in Czechia, designated areas exist for campers to pitch in and park their recreational vehicles. Places like Šumava and České Švýcarsko National Park are predominant camping areas. Tourist camping has been an activity in the Czech Republic since the time of the erstwhile Czechoslovak Republic. Czech parents often recollect their childhood experiences with different camping styles and show the desire to pass on such experiences to their children (Jirásek et al., 2025). Also, as education in nature is a growing trend in Czechia, summer camps [*tábory*] are encouraged as part of it (Martin et al., 2024). Documentary evidence shows that one of the first camps to emerge in 1930 was Vranov Nad Dyjí, located in the Znojmo District of the Southern Moravian region. Today, conservative estimates suggest that Czechs own around 22,088 motorhomes and 31,396 trailers, making camping a critical leisure activity in the country (Expats. Cz, 2022).

The camping sector is experiencing rapid growth in this decade (Guo et al., 2024). Brooker & Joppe (2013) have organised camping products into four broad themes based on their usage during camping activity (Campsite, Tools and repairs, Kitchen, and Clothing and Sanitation), shown in Figure 1. Camping is a sustainable recreation activity, and the camping sector, which is heterogeneous, is becoming an important sector by gaining popularity as an alternative form of accommodation (Grande et al., 2024; Grande & Botti, 2024; Liu et al., 2024; Mikulić et al., 2017). Though there is no consensus on how this outdoor hospitality segment is referred to, 'camping' is the most used among terms like campground, campsite, caravan and tourist park (Grande & Séraphin, 2024).

Figure 1. **Classifying Camping Products**



Source: Brooker and Joppe (2013)

Camping links people directly to nature and produces smaller carbon footprints than other tourism activities (Huang et al., 2024; Poudyal et al., 2013; Ram & Hall, 2022). With the rising environmental awareness among tourist, their growing preference for sustainable tourism activities (Nekmahmud, 2020) and eco-friendly habits (Tavitiyaman et al., 2024), camping has become a new niche market for "green" tourists (Brochado & Brochado, 2019). In response, firms have been pushing environmental marketing campaigns promoting green products to save the environment (Scholz et al., 2022; Zientara & Zamojska, 2016). Moreover, environmentalists advocate for more sustainable outdoor activities, such as using sustainable camping gear and materials (Moghimehfar & Halpenny, 2016; Paudel

et al., 2022; Wilson, 2019) and leaving no harmful traces on camping sites (Leave No Trace Organisation, 2022). Borrowing camping gear (e.g., tent), using renewable energy (solar lights), using reusable/recyclable utensils, and other sustainably-produced camping products are some actions with pro-environmental implications. Green products minimise environmental problems, reduce waste and energy consumption, and improve human life (Jurigova & Lencsesova, 2015; Kiwan et al., 2022). Though evidence in the literature highlights consumers' growing preference for sustainably produced products, knowledge is still limited in the camping tourism context (Grande & Camprubi, 2024; Khan et al., 2024). Besides, studies on camping tourism have been overlooked mainly in tourism and hospitality research (Mikulić et al., 2017; Rogerson & Rogerson, 2020). In addition, consumers' preference for campsite brands and their underlying predictors remains poorly understood (Mlakar & Dosen, 2022), more so with the usage of sustainable camping products.

Prior research has highlighted the economic, ecological and technological impact of the camping industry, there is limited empirical insight into how product sustainability and technologies influence tourist satisfaction, pro-environmental intent, and consumption choices (Alsharif et al., 2024, Fuentes , 2014; Matijová et al., 2023; Mikulić et al., 2017; Androniceanu, 2025; Androniceanu, 2024; Duhnea et al., 2024). These macro-level tendencies are consistent with economic evidence showing that organisations can sustain competitiveness only by innovating continuously and adapting to shifting conditions (Vlach, 2025).Moreover, global literature has tended to overlook the specific behavioural mechanisms underpinning green product usage within camping tourism, especially in post-socialist contexts like Czechia. This study responds to that gap by focusing on the psychological and contextual factors driving or hindering the adoption of sustainable camping products. To frame this inquiry, the study adopts the Model of Goal-Directed Behaviour (MGDB), a robust theoretical framework that extends beyond the limitations of traditional behavioural models like the Theory of Planned Behaviour (TPB) and Value–Belief–Norm (VBN) theory. While these models have been instrumental in exploring environmentally responsible behaviour, they are often criticized for treating intention as a direct outcome of rational evaluation, overlooking the nuanced role of emotions, desires, and motivational dynamics (Cheung et al., 2017; Stern, 2000). After evaluating the theoretical fit of TPB and VBN in the context of sustainable consumption, the MGDB was selected for its greater explanatory depth in contexts where emotional forecasting and complex motivational structures significantly shape behavioural outcomes (Perugini & Bagozzi, 2001). MGDB introduces the mediating construct of "desire" to distinguish between volitional intention and underlying emotional motivation, thereby addressing the indeterminacy of intent often found in TPB-based models (Malle & Knobe, 2001). The framework also incorporates anticipated emotions—both of success and failure—as central determinants of behaviour, enabling a more dynamic understanding of why individuals choose to engage in green consumption practices such as purchasing sustainable camping products (Gleicher et al., 1995). This emotional and cognitive depth is particularly pertinent to tourism behaviour, where decision-making is often affect-driven, context-specific, and morally loaded.

Taking cognisance of the premises present herewith, this paper aims to investigate the psychological and contextual factors that drive or hinder green camping behaviour among Czech tourists, with a particular focus on the use of sustainable camping products. The paper is divided into six segments, including the literature review, research methodology, results, the discussion and conclusion.

2. Literature Review and Theoretical Anchoring

The Model of Goal-Directed Behaviour (MGDB) has emerged as a valuable lens to examine sustainable consumption behaviours, offering an advancement over the Theory of Planned Behaviour (TPB) by integrating emotional and motivational factors such as desire and anticipated affect (Perugini & Bagozzi, 2001). While TPB conceptualises behaviour as a function of rational evaluation—attitudes,

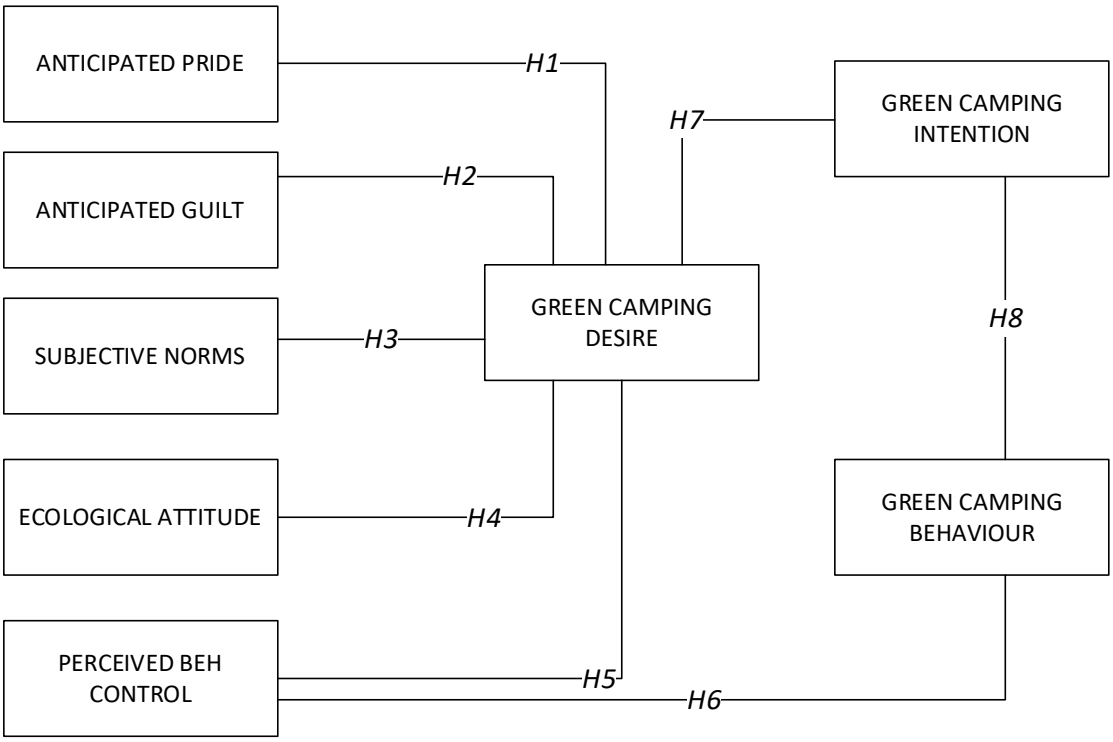
subjective norms, and perceived control—MGDB incorporates both cognitive and affective dimensions by positioning desire as a central mediating construct. In this study, MGDB enables a deeper understanding of how psychological mechanisms influence the actual behaviour of Czech consumers when choosing green camping products. Originally developed to address the limitations of indeterminacy in TPB, the MGDB enriches behavioural modelling by investigating how beliefs, subjective norms, intentions, and behaviour interact (Cheung et al., 2017). A key contribution of the model is its introduction of desire, which mediates the relationship between antecedents and intentions. Perugini & Bagozzi (2001) emphasise that while people distinguish between wishes (e.g., "I wish to buy green products") and intentions (e.g., "I plan to buy green products"), desire functions as the bridge between affective evaluations and goal-setting. MGDB further delineates two types of desires—volitive and appetitive (Davis, 1984). Volitive desires are grounded in cognitive justifications, arising from attitudes, norms, and perceived control. In contrast, appetitive desires are more impulsive, lacking rational foundations, but still potentially triggered by underlying attitudinal or normative cues. To capture the complexity of emotional anticipation, the MGDB includes constructs such as anticipated emotions of success and failure (Gleicher et al., 1995), where individuals project their emotional responses to future actions. For example, individuals may act when they foresee pride from success or guilt from failure—thus, these emotions catalyse behavioural motivation.

In MGDB, desire bridges the intention-behaviour link by reflecting both volitional (reasoned) and appetitive (emotion-driven) motivations. This distinction is especially relevant in sustainable tourism contexts, where emotional reactions to imagined future outcomes often drive pro-environmental actions (Tavitiyaman et al., 2024). Anticipated pride, for instance, has been shown to positively influence sustainable product preferences by invoking feelings of accomplishment and moral satisfaction (Kanojia & Dhiman, 2025; Hwang et al., 2019). In contrast, the role of anticipated guilt is more intricate—some studies suggest that guilt enhances responsible behaviour (Haj-Salem et al., 2022), while others argue that excessive guilt may lead to emotional avoidance rather than action (Antonetti & Maklan, 2014; Chen & Lee, 2015). This inconsistency underscores the necessity to test guilt within specific contexts, such as Czech eco-tourism, where cultural attitudes toward emotional expression may mediate its behavioural influence. Subjective norms, another pillar of MGDB, describe perceived social expectations (Maruszewska et al., 2023). In collectivist-leaning societies or tightly-knit recreational communities, such as camping enthusiasts in Central Europe, social approval can significantly shape green choices (Patiño-Toro et al., 2024). As green camping is often a visible, identity-expressive activity, individuals may feel compelled to conform to eco-norms if such practices are supported within their social reference groups (Çelik & Çevirgen, 2021). Ecological attitudes serve as evaluative predispositions grounded in biospheric values. These values, acquired through environmental socialization or direct contact with nature, often guide sustainable purchasing behaviours in contexts where outdoor recreational experiences foster nature connectedness (Carrión-Bósquez et al., 2024). However, the strength of these attitudes may differ by national context—while Western literature links strong biospheric values with green consumerism, post-socialist societies like the Czech Republic may exhibit different ecological motivations influenced by recent market transitions (Streimikiene, 2023). Perceived behavioural control (PBC), conceptualised in MGDB as a self-assessed ability to act, has consistently predicted pro-environmental behaviours in product- and experience-based tourism (Kouarfaté et al., 2024; Liang et al., 2024). Still, its influence is moderated by actual resource availability, which can vary widely in niche eco-tourism markets. Unlike other predictors, PBC often plays a dual role—contributing to both desire formation and behavioural execution. Some studies find that high PBC not only fosters intention but also facilitates follow-through by reducing barriers (Chaudhary & Bisai, 2018) . Yet, cognitive dissonance or situational obstacles may weaken this pathway, especially when green options are perceived as inconvenient or costly.

Desire, as positioned in MGDB, mediates between emotional precursors and behavioural intentions (Wang et al., 2024). The transformation from affective inclination to actionable planning is well-documented in green tourism, where motivational strength often determines whether values

translate into commitments (Han & Yoon, 2015; Zhai et al., 2023). Finally, the intention-behaviour link—a core concern in sustainability literature—continues to face scrutiny due to the well-known intention-behaviour gap. Prior research across sustainable fashion, transport, and accommodation services demonstrates that intention alone cannot guarantee behaviour unless supported by enabling conditions (Mainolfi, 2019; Maleknia et al., 2024; Han, 2020; Tarhini et al., 2016). By applying MGDB to the underexplored context of green camping in the Czech Republic, this study bridges the psychological antecedents of desire with environmental behaviour and provides insight into how affective forecasting, perceived agency, and socio-cultural dynamics interact. Synthesising insights from recent literature and aligning them with a theory-driven framework allows for a nuanced understanding of sustainable consumption beyond mere rational choice. Figure 2 provides the research model of the study and the hypotheses formulated on the basis of the above antecedents, as follows.

Figure 2. **Research Model**



Source: authors' own depiction

2.1 Hypotheses

H1: Anticipated Pride positively influences the desire for green camping products.
H2: Anticipated Guilt negatively influences the desire for green camping products.
H3: Subjective Norms positively influence the desire for green camping products.
H4: Ecological Attitudes positively influence the desire for green camping products.
H5: Perceived Behavioural Control positively influences the desire for green camping products.
H6: Perceived Behavioural Control positively influences green camping product behaviour.
H7: Desire positively influences the intention to buy green camping products.
H8: Intention positively influences green camping product behaviour.

3. Research Methodology

According to Hair et al. (2017), Structural Equation Modelling (PLS-SEM) is a tool for analysing the complex interactions between various variables in a study. PLS-SEM is a sophisticated multivariate statistical tool that examines complex and interconnected interactions between numerous variables. It is a variation of the more standard SEM that is especially well-suited for investigating complicated mathematical models with latent variables. Foo et al. (2018) further add that this particular technique does not necessitate assumptions of normalcy or huge sample numbers, making it a more adaptable and practical method in various research scenarios. As a result, it was decided to use this method in this study to acquire a better knowledge of the elements that influence consumer behaviour and to build successful ways to encourage the use of sustainable and environmentally friendly camping items.

3.1 Survey Design and Data Collection Procedure

The survey design used in this study was based on a quantitative research approach. The survey questionnaire was designed to collect data on the variables of interest, which included ecological attitude, anticipated pride and guilt, subjective norms, perceived behavioural control, desire and intention for green camping products and the dependent variable, actual green camping product behaviour. The adapted scales were used to measure the constructs of the independent and dependent variables derived from existing literature. The survey questionnaire consisted of two sections. The first section included questions related to the participants' demographic information, such as age, gender, education level, and work experience. The first section established two screening queries to determine experience with outdoor camping and Czech domicile. A dichotomous response of 0 for non-experienced and 1 for experienced, and similarly, 0 for non-Czech domicile and 1 for Czech domicile, was deployed to capture the desired sample tray. The second section included questions related to the constructs of interest (Refer to Table 1). Each construct was measured using multiple items that were adapted from existing scales. These items were modified to suit the context of this study. The study used a mixture of convenience-purposive sampling procedures, as the unit of analysis is the Czech camper who is available and willing to participate in the study (Jarva et al., 2022).

Table 1. **Scale Design**

Construct	Items	References
Eco Attitude (ECO)	- I believe protecting the environment is a personal responsibility. - I feel morally obligated to reduce my environmental footprint. - I consider the environmental impact before making consumption choices. - I actively seek information about environmental issues. - I think my actions can make a positive difference for the environment.	(Kaiser et al., 1999; Kotchen & Reiling, 2000; Paço & Lavrador, 2017)
Anticipated Pride (PRID)	- I would feel proud if I used eco-friendly camping products. - Using green products gives me a sense of accomplishment. - I would feel good about myself for supporting sustainable tourism. - I would feel appreciated by others for making eco-conscious choices.	(Haj-Salem et al., 2022; Talwar et al., 2022)

Anticipated Guilt (GUI)	- I would feel guilty if I used non-sustainable camping products. - Avoiding green products would make me feel irresponsible. - I would regret not making an environmentally friendly choice. - I would feel uneasy if my actions harmed the environment.	(Elgaaied, 2012; Haj-Salem et al., 2022; Steenhaut & Van Kenhove, 2006)
Subjective Norm (NOR)	- People who are important to me think I should use green camping products. - My family supports the use of eco-friendly products while camping. - I feel social pressure to behave in an environmentally responsible way.	(Barbera & Ajzen, 2020; De Vries et al., 1988; Dey et al., 2020)
Perceived behavioural control (PBC)	- I feel confident in my ability to choose green camping products. - I know where to find environmentally friendly camping gear. - I can afford to purchase green products for camping.	(Barbera & Ajzen, 2020; Terry & O'Leary, 1995; Zolait, 2011)
The desire for green camping products (DES)	- I want to try green camping products on my next trip. - I feel a strong urge to choose sustainable camping options. - I desire to reduce my ecological footprint while camping. - I am drawn to products that promote environmental protection.	(Wu et al., 2018)
Intention for green camping products (INT)	- I intend to purchase green camping products in the future. - I will choose eco-friendly camping options whenever possible. - I plan to avoid non-sustainable camping gear. - I am determined to support green tourism through my actions.	(Shukla, 2019)
Green camping product behaviour (GCB)	- I have recently used green camping products during my trips. - I consistently choose eco-friendly options while camping. - I participate in environmentally responsible camping practices. - I recycle or properly dispose of waste while camping.	(Hwang & Lyu, n.d.; Lin & Huang, 2012)

Source: authors' own analysis

This study's data collection procedure involved an online survey platform. The data collection exercise was conducted from the month of December 2024 through March 2025. The survey was distributed to participants who met the inclusion criteria. The inclusion criteria for this study were individuals who have experience in the field of interest and are proficient in English. Participants were requested to contribute to the study through digital invitations and social media platforms. Each invitation included a brief description of the study, its purpose, and an informed consent form.

Participants who agreed to participate in the study were directed to the online survey platform, where they completed the survey questionnaire. The data collected from the survey questionnaire were stored in a secure server and analysed using PLS-SEM. The analysis involved testing the measurement and structural models, which examined the relationships between the constructs of interest. To estimate the study's sample size, an *apriori* analysis consisting of a power sample analysis using G*power software exposed a minimum sample size *(n)* of 120. The G*Power configuration took cognisance that the model is composed of 7 predictors; thereby, the analysis was supplied with a medium effect size (f2) of 0.15, Power (1-β) = 80%, and significance level (α) of 5%. Accordingly, it can be implied that the study achieves a minimum power of 0.8, given a minimum *n=120* (Cohen, 1970; Dey et al., 2021). Following a purposive-convenience sampling strategy, the questionnaire was thus digitally shared with 250 individuals residing in different locations across the Czech Republic. However, only 230 were found eligible for further analysis. The questionnaire contained a screener query to gauge whether the respondent actually participated in a camping activity in the last 6 months. The rationale for using a 6-month recall window is guided by the study by Tung et al. (2017).

3.2 Data Analysis

The hypothesised path linkages in this work's research model were explored and inferred using partial least squares structural equation modelling, or PLS-SEM. Several empirical studies evaluating complicated structural linkages in various domains frequently employ it (Carranza et al., 2020; Bhatti, 2024). Additionally, it has demonstrated improved statistical power when handling irregular data and small sample sizes (Hair et al., 2017). PLS-SEM is therefore regarded as appropriate considering the type and objective of the investigation, sample size, and data properties. RStudio, the IDE of the R Program, was used to run the PLS-SEM analysis. Three major packages were used to conduct the empirical examinations, namely "Seminr" (), "Rcpp" (), and "lavaan" (). Additionally, Harman's single-factor test was conducted, and the results indicated that a single factor did not account for the majority of the variance, suggesting that common method bias was not a significant concern (Podsakoff et al., 2003).

4. Results

4.1 Assessment of the Measurement Model

In studies involving PLS-SEM, the measurement model assessment concentrates on the reliability and validity of the measurement items and their association with the constructs in the study framework (Hair et al., 2017). The authors conducted a PLS-based estimation of the model, and the outputs are given herewith in Table 2 below. It can be deciphered that all critical parameters viz; alpha, rhoC, and rhoA are above and beyond the heuristic threshold of .7 (Voorhees et al., 2016), and the AVE values are >.5 for all the constructs (Farrell, 2010), thereby confirming robust convergent validity in the model (J. Hair et al., 2017; Sarstedt et al., 2014).

Table 2. **Reliability Parameters**

	alpha	rhoC	AVE	rhoA
ECO	0.850	0.891	0.620	0.869
PRID	0.807	0.873	0.632	0.814
GUI	0.835	0.890	0.670	0.838
NOR	0.787	0.874	0.698	0.808
PBC	0.796	0.880	0.710	0.806
DES	0.907	0.935	0.782	0.910

INT	0.750	0.856	0.665	0.764
GCB	0.858	0.913	0.779	0.858

Source: authors' calculations from R Studio

Table 3 further describes the factor loadings extracted from the bootstrapping exercise. The readings show that all indicators are statistically substantial, surpassing the threshold of .5 (Dash & Paul, 2021).

Table 3. **Factor Loadings**

	ECO	PRID	GUI	NOR	PBC	DES	INT	GCB
ECO1	0.75	.	.	.	.	.	.	.
ECO2	0.77	.	.	.	.	.	.	.
ECO3	0.71	.	.	.	.	.	.	.
ECO4	0.73	.	.	.	.	.	.	.
ECO5	0.69	.	.	.	.	.	.	.
PRID1	.	0.73	.	.	.	.	.	.
PRID2	.	0.73	.	.	.	.	.	.
PRID3	.	0.73	.	.	.	.	.	.
PRID4	.	0.68	.	.	.	.	.	.
GUI1	.	.	0.72	.	.	.	.	.
GUI2	.	.	0.77	.	.	.	.	.
GUI3	.	.	0.75	.	.	.	.	.
GUI4	.	.	0.76	.	.	.	.	.
NOR1	.	.	.	0.79	.	.	.	.
NOR2	.	.	.	0.71	.	.	.	.
NOR3	.	.	.	0.75	.	.	.	.
PBC1	.	.	.	.	0.8	.	.	.
PBC2	.	.	.	.	0.74	.	.	.
PBC3	.	.	.	.	0.72	.	.	.
DES1	.	.	.	.	.	0.87	.	.
DES2	.	.	.	.	.	0.82	.	.
DES3	.	.	.	.	.	0.87	.	.
DES4	.	.	.	.	.	0.82	.	.
INT1	.	.	.	.	.	.	0.64	.
INT2	.	.	.	.	.	.	0.69	.
INT3	.	.	.	.	.	.	0.8	.
GCB1	.	.	.	.	.	.	.	0.83
GCB2	.	.	.	.	.	.	.	0.84
GCB3	.	.	.	.	.	.	.	0.79

Source: authors' calculations from R Studio

Table 4 describes the HTMT values extracted from the covariances between the constructs to determine discriminant validity. Heuristically, HTMT values <.90 signal discriminant validity in the model (Henseler et al., 2014). According to the Table presented herewith, it can be concluded that the model contains discriminant validity.

Table 4. **HTMT Value**

	ECO	**PRID**	**GUI**	**NOR**	**PBC**	**DES**	**INT**	**GCB**
ECO		0.782	0.754	0.730	0.813	0.627	0.620	0.831

PRID	0.784		0.800	0.705	0.755	0.630	0.603	0.778
GUI	0.754	0.802		0.740	0.831	0.763	0.552	0.809
NOR	0.730	0.701	0.738		0.829	0.557	0.484	0.725
PBC	0.813	0.756	0.832	0.827		0.678	0.684	0.842
DES	0.627	0.631	0.761	0.559	0.675		0.405	0.717
INT	0.620	0.601	0.548	0.485	0.685	0.404		0.665
GCB	0.831	0.780	0.809	0.725	0.841	0.717	0.665	

Source: authors' calculations from R Studio

4.2 Structural Model Assessment

This section provides for the assessment of various metrics used to gauge the structural model of the investigation. Initially, the VIF or Variance Inflation Factor gauges for any multicollinearity issues in the model are given in Table 5. No values are > 3.0 (J. F. Hair et al., 2021) recorded in the table, thereby signalling no possibility of multicollinearity among the assumed pathways. Secondly, in Table 6, the authors provide the bootstrapping result. Figure 3 provides the structural network diagram from the PLS estimation procedure.

Table 5. **Variance Inflation Factor**

Direct Effects	**VIF**
ECO -> DES	1.28
PRID -> DES	1.47
GUI -> DES	1.35
NOR -> DES	1.00
PBC -> DES	1.50
PBC -> GCB	1.65

Source: authors' calculations from R Studio

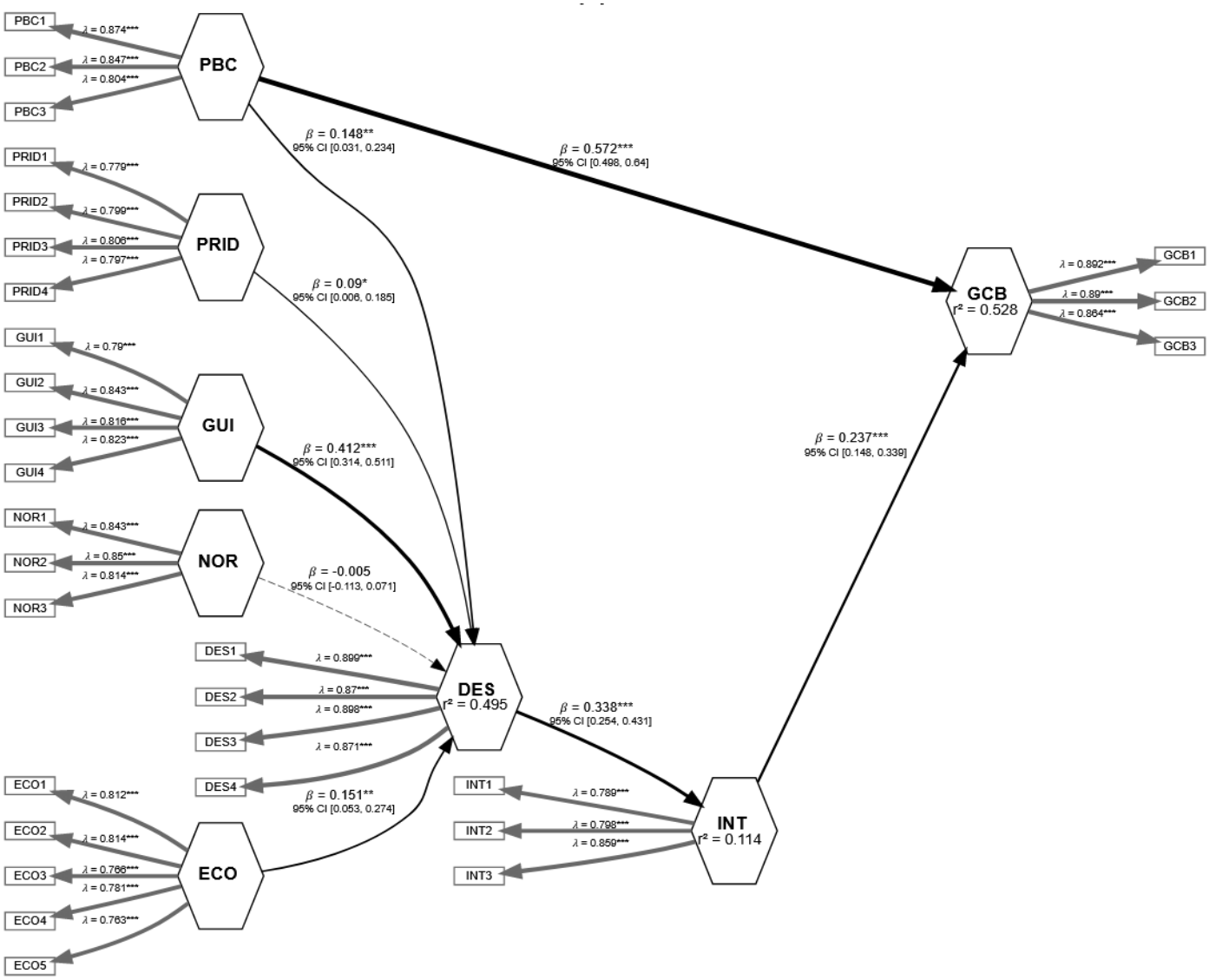
Table 6. **Bootstrapping Table**

Direct Effects	**β**	**$\bar{x}$**	**s.d**	**T-Stats**	**2.5% CI**	**97.5% CI**
ECO->DES	0.151	0.160	0.060	2.499	0.053	0.274
PRID->DES	0.090	0.089	0.051	1.779	0.006	0.185
GUI->DES	0.412	0.407	0.059	7.033*	0.314	0.511
NOR->DES	-0.005	-0.001	0.045	- 0.112	-0.113	0.071
PBC->DES	0.148	0.144	0.056	2.624	0.031	0.234
PBC->GCB	0.572	0.570	0.039	14.506*	0.498	0.640
DES->INT	0.338	0.338	0.048	7.053*	0.254	0.431
INT->GCB	0.237	0.239	0.049	4.820*	0.148	0.339

* Significant at $p<0.001$

Source: authors' calculations from R Studio

Figure 3. **PLS SEM Output – Pathway Diagram**



Source: authors' calculations from R Studio

5. Discussion

H1 posited that anticipated pride positively influences the desire for green camping products. While this hypothesis was supported (β = 0.090, T = 1.779, CI [0.006, 0.185]), the strength of this relationship was marginal. This finding aligns with prior research that highlights the role of self-conscious emotions like pride in reinforcing identity-consistent behaviours (Hwang et al., 2019; Kanojia & Dhiman, 2025). However, the relatively modest effect size suggests that while pride is relevant, it may act more as a peripheral cue than a central driver in the Czech green tourism context, possibly due to socio-cultural norms that discourage evident emotional expression (Streimikiene, 2023).

In contrast, H2, which hypothesised a negative relationship between anticipated guilt and desire, was rejected. The empirical result (β = 0.412, T = 7.033, CI [0.314, 0.511]) showed a strong and significant positive effect. This contradicts studies that warn of the counterproductive impact of excessive guilt (Antonetti & Maklan, 2014; Chen & Lee, 2015), and instead supports work indicating that guilt can serve as a powerful motivational force when experienced in moderate doses (Haj-Salem et al., 2022). This may reflect cultural particularities where environmental guilt functions as a moral cue, compelling pro-social behaviour (Carrión-Bósquez et al., 2024). H3 proposed that subjective norms positively influence desire. Surprisingly, the data did not support this assumption (β = 0.005, T = -0.112, CI [−0.113, 0.071]). This contradicts literature asserting that collectivist or peer-sensitive environments heighten social influence on sustainable behaviour (Çelik & Çevirgen, 2021; Patiño-Toro et al., 2024). A plausible explanation could be the semi-individualist ethos of Czech campers, who may associate green camping with personal values rather than social conformity. It is also possible that eco-behaviour in this context is more identity-driven than group-norm driven.

H4 and H5 tested the influence of ecological attitudes and perceived behavioural control (PBC) on desire. Both hypotheses were supported. Ecological attitudes had a modest but significant effect (β = 0.151, T = 2.499, CI [0.053, 0.274]), reinforcing the well-documented role of biospheric values in driving sustainable tourism (Carrión-Bósquez et al., 2024). PBC exhibited a comparable influence (β = 0.148, T = 2.624, CI [0.031, 0.234]), indicating that perceived ease or feasibility of acting green is essential for fostering motivational states like desire. These results reflect the volitive dimension of MGDB, where rational evaluation underlies desire formation (Perugini & Bagozzi, 2001). Beyond desire, PBC also had a strong direct effect on green camping behaviour (H6: β = 0.572, T = 14.506, CI [0.498, 0.640]), supporting dual-path literature that identifies PBC as both an antecedent of motivation and a behavioural enabler (Liang et al., 2024). This implies that in high-involvement, resource-sensitive behaviours like eco-camping, perceived control plays a decisive role. H7 tested whether desire leads to intention and was robustly supported (β = 0.338, T = 7.053, CI [0.254, 0.431]). This confirms the central proposition of MGDB that desire bridges affective evaluations and volitional commitment (Han & Yoon, 2015; Wang et al., 2024).The finding suggests that successful green marketing strategies should appeal not only to rational cost-benefit considerations but also to deeper motivational and emotional constructs.

Finally, H8 examined the classic intention-behaviour gap in sustainable consumption. Intention significantly influenced green camping behaviour (β = 0.237, T = 4.820, CI [0.148, 0.339]), but the moderate beta value reveals that intentions alone are insufficient predictors of action. This resonates with a broad body of research in sustainable tourism that stresses the role of situational enablers and habit strength in bridging the gap (Han, 2020; Maleknia et al., 2024).

6. Conclusion

The study highlights key psychological drivers of green camping behaviour—attitudes, anticipated emotions, perceived behavioural control, subjective norms, and intentions, while expanding the Model of Goal-Directed Behaviour (MGDB). Ecological attitudes, pride, and control shape desire, with intentions strongly predicting actual behaviour. Perceived behavioural control influences both desire and action, underscoring the need for clear information and reduced barriers. The study contributes empirical insights into Czech campers' behaviour and offers broader theoretical implications for sustainable tourism and eco-friendly consumer adoption.

The study offers practical insights for tourism marketers and policymakers by highlighting key psychological drivers, such as attitudes, anticipated emotions, perceived behavioural control, and intentions, that shape consumer preferences for green camping products. By emphasising the importance of removing barriers, enhancing environmental cues, and reinforcing self-efficacy, the findings inform strategies to increase the adoption of eco-friendly products. These insights are valuable for promoting

sustainable tourism practices, particularly in markets where green alternatives exist but consumer adoption remains limited.

The current study takes into consideration only theory and cross-sectional data. Future studies are encouraged to investigate a broader range of participants and deploy multiple theories to capture a larger spectrum of behavioural antecedents. Emerging economies should also be targeted with a longitudinal approach.

References

1. Alsharif, A., Isa, S.M., & Alqudah, N. (2024). Smart Tourism, Hospitality, and Destination: A Systematic Literature Review. *Journal of Tourism and Services*, 15(29), 72-110. https://doi.org/10.29036/jots.v15i29.746
2. Androniceanu, A. (2025). The impact of artificial intelligence on human resources processes in public administration. Administratie si Management Public, 44, 75-93. https://doi.org/10.24818/amp/2025.44-05
3. Androniceanu, A. (2024). Artificial intelligence in administration and public management. Administratie si Management Public, 42, 99-114. https://doi.org/10.24818/amp/2024.42-06
4. Antonetti, P., & Maklan, S. (2014). Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices. *Journal of Business Ethics*, 124(1), 117–134. https://doi.org/10.1007/s10551-013-1841-9
5. Barbera, F. L., & Ajzen, I. (2020). Control Interactions in the Theory of Planned Behavior: Rethinking the Role of Subjective Norm. *Europe's Journal of Psychology*, 16(3), 401. https://doi.org/10.5964/EJOP.V16I3.2056
6. Bhatti, M. A. (2024). Perceived organisational fit influence on employees performance: a study of sustainable HRM. T*ransformations in Business and Economics*, 23 (61), 233-259.
7. Brochado, A., & Brochado, F. (2019). What makes a glamping experience great? *Journal of Hospitality and Tourism Technology*, 10(1), 15–27. https://doi.org/10.1108/JHTT-06-2017-0039
8. Brooker, E., & Joppe, M. (2013). Trends in camping and outdoor hospitality—An international review. *Journal of Outdoor Recreation and Tourism*, 3–4, 1–6. https://doi.org/10.1016/J.JORT.2013.04.005
9. Carrión-Bósquez, N. G., Ortiz-Regalado, O., Veas-González, I., Naranjo-Armijo, F. G., & Guerra-Regalado, W. F. (2024). The mediating role of attitude and environmental awareness in the influence of green advertising and eco-labels on green purchasing behaviors. *Spanish Journal of Marketing - ESIC*, ahead-of-print(ahead-of-print). https://doi.org/10.1108/SJME-08-2023-0217
10. Çelik, M. N., & Çevirgen, A. (2021). The Role of Accommodation Enterprises in the Development of Sustainable Tourism. *Journal of Tourism and Services*, 12(23), 181–198. https://doi.org/10.29036/JOTS.V12I23.264
11. Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812. https://doi.org/10.1108/MEQ-02-2018-0023
12. Chen, M. F., & Lee, C. L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal*, 117(1), 195–209. https://doi.org/10.1108/BFJ-07-2013-0196
13. Cheung, L. T. O., Chow, A. S. Y., Fok, L., Yu, K.-M., & Chou, K.-L. (2017). The effect of self-determined motivation on household energy consumption behaviour in a metropolitan area in southern China. *Energy Efficiency*, 10(3), 549–561. https://doi.org/10.1007/s12053-016-9472-5

14. Cohen, J. (1970). Approximate Power and Sample Size Determination for Common one-Sample and two-Sample Hypothesis Tests. *Educational and Psychological Measurement*, 30(4), 811–831. https://doi.org/10.1177/001316447003000404/ASSET/001316447003000404.FP.PNG_V03
15. Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092. https://doi.org/10.1016/J.TECHFORE.2021.121092
16. Davis, W. A. (1984). The two senses of desire. *Philosophical Studies*, 45(2), 181–195.
17. De Vries, H., Dijkstra, M., & Kuhlman, P. (1988). Self-efficacy: The third factor besides attitude and subjective norm as a predictor of behavioural intentions. *Health Education Research*, 3(3), 273–282. https://doi.org/10.1093/HER/3.3.273
18. Dey, S. K., Ratilla, M., Tuckova, Z., & Hung, V. V. (2020). *Explaining green purchase behaviour through generational cohort theory: A conceptual study*. Proceedings of the 14th International Scientific Conference INPROFORUM Business Cycles – More than Economic Phenomena, 1–4. http:/inproforum.ef.jcu.cz/INP2020
19. Dey, S. K., Vaculcikova, Z., & Tuckova, Z. (2021). Measuring business process innovations among tourism enterprises in the Czech Republic: A PLS-GLM approach. *Marketing and Management of Innovations*, 5(4), 218–229. https://doi.org/10.21272/MMI.2021.4-17.
20. Duhnea, C., A Moraru, A.-D., Ilie, C., Antohi, I., Ilie, M., Ghita-Mitrescu, S. (2024).Through the Lens of the Community: Residents' Perception on Tourists' Behavior in Constanta City, Romania. *Transformations in Business and Economics*, 23(61), 40-62.
21. Elgaaied, L. (2012). Exploring the role of anticipated guilt on pro-environmental behavior—A suggested typology of residents in France based on their recycling patterns. *Journal of Consumer Marketing*, 29(5), 369–377. https://doi.org/10.1108/07363761211247488/FULL/PDF
22. EUROSTAT. (2021). *Czech Republic—Nights spent at tourist accommodation establishments: Camping grounds, recreational vehicle parks and trailer parks—2022 Data 2023 Forecast 2010-2021 Historical.* European Commission. https://tradingeconomics.com/czech-republic
23. Expats. Cz. (2022, April 25). *A Czech "Airbnb" for caravans cruises onto the holiday scene*. Expats Cz. https://www.expats.cz/czech-news/article/campiri-a-czech-airbnb-for-caravans-cruises-onto-the-holiday-scene
24. Farrell, A. M. (2010). Insufficient discriminant validity: A comment on Bove, Pervan, Beatty, and Shiu (2009). *Journal of Business Research*, 63(3), 324–327. https://doi.org/10.1016/j.jbusres.2009.05.003
25. Foo, P. Y., Lee, V. H., Tan, G. W. H., & Ooi, K. B. (2018). A gateway to realising sustainability performance via green supply chain management practices: A PLS–ANN approach. *Expert Systems with Applications*, 107, 1–14. https://doi.org/10.1016/J.ESWA.2018.04.013
26. Fuentes, C. (2014). Green Materialities: Marketing and the Socio-material Construction of Green Products. *Business Strategy and the Environment*, 23(2), 105–116. https://doi.org/10.1002/BSE.1768
27. Gleicher, F., Boninger, D. S., Strathman, A., Armor, D., Hetts, J., & Ahn, M. (1995). With an eye toward the future: The impact of counterfactual thinking on affect, attitudes, and behavior. What Might Have Been: *The Social Psychology of Counterfactual Thinking*, 283–304.
28. Grande, K., & Botti, L. (2024). Measuring the comparative advantage of camping businesses: A multicriteria sorting methodology. *Tourism and Hospitality Research*, 24(3), 410–430. https://doi.org/10.1177/14673584221145813
29. Grande, K., & Camprubi, R. (2024). Analysing the business model canvas of the camping industry using cluster analysis. *Tourism and Hospitality Research*, 24(2), 171–186. https://doi.org/10.1177/14673584221141301
30. Grande, K., Dong, H., & Peypoch, N. (2024). Successful camping operators: Performance measurement using cluster analysis and DEA methods. *Journal of Outdoor Recreation and Tourism*, 46, 100768. https://doi.org/10.1016/j.jort.2024.100768

31. Grande, K., & Séraphin, H. (2024). Children's recreation as a comparative advantage tool for camping businesses. *Journal of Outdoor Recreation and Tourism*, 45, 100733. https://doi.org/10.1016/j.jort.2024.100733
32. Guo, Q., Yang, X., & Xie, H. (2024). The impacts of mountain campsite attributes on tourists' satisfaction and behavioral intentions: The mediating role of experience quality. *Journal of Destination Marketing & Management*, 32, 100873. https://doi.org/10.1016/j.jdmm.2024.100873
33. Hair, J. F., Astrachan, C. B., Moisescu, O. I., Radomir, L., Sarstedt, M., Vaithilingam, S., & Ringle, C. M. (2021). Executing and interpreting applications of PLS-SEM: Updates for family business researchers. *Journal of Family Business Strategy*, 12(3), 100392. https://doi.org/10.1016/J.JFBS.2020.100392
34. Hair, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107. https://doi.org/10.1504/ijmda.2017.087624
35. Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 117(3), 442–458. https://doi.org/10.1108/IMDS-04-2016-0130
36. Haj-Salem, N., Ishaq, M. I., & Raza, A. (2022). How anticipated pride and guilt influence green consumption in the Middle East: The moderating role of environmental consciousness. *Journal of Retailing and Consumer Services*, 68, 103062. https://doi.org/10.1016/J.JRETCONSER.2022.103062
37. Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products. *Business Strategy and the Environment*, 29(6), 2815–2828. https://doi.org/10.1002/BSE.2545
38. Han, H., & Yoon, H. J. (2015). Hotel customers' environmentally responsible behavioral intention: Impact of key constructs on decision in green consumerism. *International Journal of Hospitality Management*, 45, 22–33. https://doi.org/10.1016/J.IJHM.2014.11.004
39. Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modelling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8
40. Huang, L., Liu, C., & Hung, K. (2024). Understanding camping tourism experiences through thematic analysis: An embodiment perspective. *Journal of Leisure Research*, 0(0), 1–24. https://doi.org/10.1080/00222216.2024.2363225
41. Hwang, J., Cho, S. B., & Kim, W. (2019). Consequences of psychological benefits of using eco-friendly services in the context of drone food delivery services. *Journal of Travel and Tourism Marketing*, 36(7), 835–846. https://doi.org/10.1080/10548408.2019.1586619
42. Hwang, J., & Lyu, S. O. (n.d.). Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry. *International Journal of Sustainable Transportation*, 14(6), 437–447. https://doi.org/10.1080/15568318.2019.1573280
43. Jarva, E., Oikarinen, A., Andersson, J., Tuomikoski, A. M., Kääriäinen, M., Meriläinen, M., & Mikkonen, K. (2022). Healthcare professionals' perceptions of digital health competence: A qualitative descriptive study. *Nursing Open*, 9(2), 1379–1393. https://doi.org/10.1002/NOP2.1184
44. Jirásek, I., Čutová, B., & Jirásková, M. (2025). Environmental and outdoor education in preschool through family camping: The example of Czech Woodcraft in parents' opinions. *Environmental Education Research*, 31(1), 92–107. https://doi.org/10.1080/13504622.2024.2365412
45. Jurigova, Z., & Lencsesova, Z. (2015). Monitoring System of Sustainable Development in Cultural and Mountain Tourism Destinations. *Journal of Competitiveness*, 7(1), 35–52. https://doi.org/10.7441/joc.2015.01.03

46. Kaiser, F. G., Wölfing, S., & Fuhrer, U. (1999). Environmental attitude and ecological behaviour. *Journal of Environmental Psychology*, 19(1), 1–19. https://doi.org/10.1006/JEVP.1998.0107
47. Kanojia, H., & Dhiman, N. (2025). The Roles of Cognitive and Affective Factors on Employees' Current and Future Pro-Environmental Behaviors. *Global Business and Organizational Excellence*, n/a(n/a). https://doi.org/10.1002/joe.22286
48. Khan, N., Acuti, D., Lemarie, L., & Viglia, G. (2024). The intention-behaviour gap in sustainable hospitality: A critical literature review. *International Journal of Contemporary Hospitality Management*, 36(5), 1627–1646. https://doi.org/10.1108/IJCHM-06-2023-0840
49. Kiwan, S. M., Alhassan, M. A., & Hamad, B. M. (2022). Development of a simple sustainable camping shelter for addressing the needs of refugees in Jordan. *Results in Engineering*, 14, 100404. https://doi.org/10.1016/j.rineng.2022.100404
50. Kotchen, M. J., & Reiling, S. D. (2000). Environmental attitudes, motivations, and contingent valuation of nonuse values: A case study involving endangered species. *Ecological Economics*, 32(1), 93–107. https://doi.org/10.1016/S0921-8009(99)00069-5
51. Kouarfaté, B. B., Durif, F., & Pantin-Sohier, G. (2024). Cultured Meat Consumer Acceptance: Addressing Issues of Eco-Emotions. *Journal of Tourism and Services*, 15(29), Article 29. https://doi.org/10.29036/jots.v15i29.900
52. Leave No Trace Organization. (2022). *The Leave No Trace Story*. Leave No Trace Website.
53. Liang, H., Wu, Z., & Du, S. (2024). Study on the impact of environmental awareness, health consciousness, and individual basic conditions on the consumption intention of green furniture. *Sustainable Futures*, 8, 100245. https://doi.org/10.1016/j.sftr.2024.100245
54. Lin, P. C., & Huang, Y. H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner Production*, 22(1), 11–18.
55. Liu, F., Zhao, Y., & Mao, Z. (2024). Rediscover nearby nature: Exploring the well-being effect and influence factors of camping at different stages of COVID-19. *Journal of Outdoor Recreation and Tourism*, 48, 100819. https://doi.org/10.1016/j.jort.2024.100819
56. Mainolfi, G. (2019). *Environmental concern, green product beliefs and willingness to pay more toward green fashion products. A comparison between China and Taiwan*. In Vrontis, D and Weber, Y and Tsoukatos, E (Ed.), Business Management Theories and Practices in a Dynamic Competitive Environment (pp. 644–655). EuroMed Acad Business; EuroMed Acad Business, EuroMed Res Ctr; EuroMed Journal Business; EuroMed Res Business Inst.
57. Maleknia, R., Heindorf, C., Rahimian, M., & Saadatmanesh, R. (2024). Do generational differences determine the conservation intention and behavior towards sacred trees? *Trees, Forests and People*, 16, 100591. https://doi.org/10.1016/j.tfp.2024.100591
58. Malle, B. F., & Knobe, J. (2001). The distinction between desire and intention: A folk-conceptual analysis. *Intentions and Intentionality: Foundations of Social Cognition*, 45, 67.
59. Martin, A. J., Turčová, I., Brtník, T., & Neuman, J. (2024). The development of the Czech concept of education in nature: A tribute to Jan Neuman. *Journal of Adventure Education and Outdoor Learning*, 24(3), 509–518. https://doi.org/10.1080/14729679.2022.2160990
60. Maruszewska, E. W., Kolodziej, S., & Boitan. (2023). Intention to Pay Higher Taxes Dedicated to Reduction of Coal Energy – A Case of Young Central Eastern Europeans. *Acta Montanistica Slovaca*, 28(v28/i3), 579–591. https://doi.org/10.46544/AMS.v28i3.05
61. Matijová, M., Šenková, A., Dzurov Vargová, T., & Matušíková, D. (2023). Tourism Indicators and Their Differentiated Impact on Sustainable Tourism Development. *Journal of Tourism and Services*, 14(27), 89-117. https://doi.org/10.29036/jots.v14i27.530
62. Mikulić, J., Prebežac, D., Šerić, M., & Krešić, D. (2017). Campsite choice and the camping tourism experience: Investigating decisive campsite attributes using relevance-determinance analysis. *Tourism Management*, 59, 226–233. https://doi.org/10.1016/j.tourman.2016.07.020

63. Mlakar, T. S. V., & Dosen, D. O. (2022). From green perceptions to brand satisfaction – exploring the role of brand experience in the camping sector. *Emerging Markets Conference Board (EMCB) 2022*, 2018, 93–109.
64. Moghimehfar, F., & Halpenny, E. A. (2016). How do people negotiate through their constraints to engage in pro-environmental behavior? A study of front-country campers in Alberta, Canada. *Tourism Management*, 57, 362–372. https://doi.org/10.1016/J.TOURMAN.2016.07.001
65. Nekmahmud, Md. (2020). *Environmental marketing: Tourists' purchase behaviour response on green products*. In A. Hassan (Ed.), Tourism Marketing in Bangladesh: An Introduction (pp. 273–296). Routledge. https://doi.org/10.4324/9781003007241
66. Paço, A., & Lavrador, T. (2017). Environmental knowledge and attitudes and behaviours towards energy consumption. *Journal of Environmental Management*, 197, 384–392. https://doi.org/10.1016/J.JENVMAN.2017.03.100
67. Patiño-Toro, O. N., Valencia-Arias, A., Palacios-Moya, L., Uribe-Bedoya, H., Valencia, J., Londoño, W., & Gallegos, A. (2024). Green purchase intention factors: A systematic review and research agenda. *Sustainable Environment,* 10(1), 2356392. https://doi.org/10.1080/27658511.2024.2356392
68. Paudel, T., Li, W. Y., & Kim, Y. G. (2022). Examining trekkers' environmentally friendly behavior using an extended model of goal-directed behavior (mgb) and a new ecological paradigm scale (NEP). *E a M: Ekonomie a Management*, 25(4), 137–154. https://doi.org/10.15240/TUL/001/2022-4-009
69. Perugini, M., & Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour. *British Journal of Social Psychology*, 40(1), 79–98. https://doi.org/10.1348/014466601164704
70. Poudyal, N. C., Paudel, B., & Tarrant, M. A. (2013). A time series analysis of the impact of recession on national park visitation in the United States. *Tourism Management*, 35, 181–189. https://doi.org/10.1016/J.TOURMAN.2012.07.001
71. Ram, Y., & Hall, C. M. (2022). The Camp not Taken: Analysis of Preferences and Barriers Among Frequent, Occasional and Noncampers. *Leisure Sciences*, 44(7), 915–938. https://doi.org/10.1080/01490400.2020.1731885
72. Rogerson, C. M., & Rogerson, J. M. (2020). Camping tourism: A review of recent international scholarship. *Geojournal of Tourism and Geosites*, 28(1), 349–359. https://doi.org/10.30892/GTG.28127-474
73. Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). *Long Range Planning*, 47(3), 154–160. https://doi.org/10.1016/J.LRP.2014.02.007
74. Scholz, P., Červová, L., Janeček, P., & Linderová, I. (2022). Green Management Implementation: A Case of the Bulgarian Hotel Management. *E a M: Ekonomie a Management*, 25(1). https://doi.org/10.15240/tul/001/2022-1-011
75. Shukla, S. (2019). A Study on Millennial Purchase Intention of Green Products in India: Applying Extended Theory of Planned Behavior Model. *Journal of Asia-Pacific Business*, 20(4), 322–350. https://doi.org/10.1080/10599231.2019.1684171
76. Steenhaut, S., & Van Kenhove, P. (2006). The mediating role of anticipated guilt in consumers' ethical decision-making. *Journal of Business Ethics*, 69(3), 269–288. https://doi.org/10.1007/S10551-006-9090-9/METRICS
77. Streimikiene, D. (2023). Sustainability Assessment of Tourism Destinations from the Lens of Green Digital Transformations. *Journal of Tourism and Services*, 14(27), 283-298. https://doi.org/10.29036/jots.v14i27.651

78. Talwar, S., Kaur, P., Nunkoo, R., & Dhir, A. (2022). Digitalization and sustainability: Virtual reality tourism in a post pandemic world. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2022.2029870
79. Tarhini, A., El-Masri, M., Ali, M., & Serrano, A. (2016). Extending the utaut model to understand the customers' acceptance and use of internet banking in lebanon a structural equation modeling approach. *Information Technology and People*, 29(4), 830–849. https://doi.org/10.1108/ITP-02-2014-0034
80. Tavitiyaman, P., Zhang, X., & Chan, H. M. (2024). Impact of environmental awareness and knowledge on purchase intention of an eco-friendly hotel: Mediating role of habits and attitudes. *Journal of Hospitality and Tourism Insights*, 7(5), 3148–3166. https://doi.org/10.1108/JHTI-08-2023-0580
81. Terry, D. J., & O'Leary, J. E. (1995). The theory of planned behaviour: The effects of perceived behavioural control and self-efficacy. *British Journal of Social Psychology*, 34(2), 199–220. https://doi.org/10.1111/J.2044-8309.1995.TB01058.X
82. Tung, V. W. S., Lin ,Pearl, Qiu Zhang ,Hanqin, & and Zhao, A. (2017). A framework of memory management and tourism experiences. *Journal of Travel & Tourism Marketing*, 34(7), 853–866. https://doi.org/10.1080/10548408.2016.1260521
83. Vlach, J. (2025). Financial dynamics, development and innovation in the sugar industry of Central and Eastern Europe (2013–2022). *Economics Working Papers*, *9*(1), 5-36. https://10.32725/ewp.2025.001
84. Voorhees, C. M., Brady, M. K., Calantone, R., & Ramirez, E. (2016). Discriminant validity testing in marketing: An analysis, causes for concern, and proposed remedies. *Journal of the Academy of Marketing Science*, 44(1), 119–134. https://doi.org/10.1007/S11747-015-0455-4
85. Wang, Y., Tundys, B., & Pokorska. (2024). Sustainable mobility—Strengths and weaknesses of electromobility in smart cities. *Acta Montanistica Slovaca*, 29(v29/i4), 960–977. https://doi.org/10.46544/AMS.v29i4.15
86. Wilson, A. (2019). *Five eco-friendly festival camping essentials*. The Guardian.
87. Wu, H. C., Cheng, C. C., Chen, Y. C., & Hong, W. (2018). Towards green experiential loyalty: Driving from experiential quality, green relationship quality, environmental friendliness, green support and green desire. *International Journal of Contemporary Hospitality Management*, 30(3), 1374–1397. https://doi.org/10.1108/IJCHM-10-2016-0596/FULL/PDF
88. Zhai, W., Ling, F. Y. Y., Ding, J., & Wang, Z. (2023). Boosting stakeholders' intention to participate in socially responsible collective action in megaprojects: Perspectives of mega water transfer projects in China. *Engineering, Construction and Architectural Management*, 31(9), 3727–3747. https://doi.org/10.1108/ECAM-09-2022-0903
89. Zientara, P., & Zamojska, A. (2016). Green organizational climates and employee pro-environmental behaviour in the hotel industry. *Journal of Sustainable Tourism*, 26(7). https://doi.org/10.1080/09669582.2016.1206554
90. Zolait, A. H. S. (2011). The nature and components of perceived behavioural control as an element of theory of planned behaviour. *Behaviour & Information Technology*, 33(1), 65–85. https://doi.org/10.1080/0144929X.2011.630419

Brief description of Authors:

Reshma Sandeep Kumar Dey
ORCID ID: https://orcid.org/0000-0003-1302-5453
Affiliation: Department of Management Studies, Indian Institute of Technology Madras, Chennai, India.
Email: ms21d027@smail.iitm.ac.in

Reshma Sandeep Kumar Dey is a PhD scholar at the Indian Institute of Technology Madras. Her research interests include eco-emotions, sustainability practices, nature connectedness, tourist lifestyles, and climate engagement.

Prof. Ing. Jiří Strouhal, Ph.D.
ORCID ID: https://orcid.org/0000-0001-9109-7087
Affiliation: Department of Business Administration, TalTech School of Business and Governance, Tallinn, Estonia, and the Department of Entrepreneurship and Management, Faculty of Entrepreneurship and Law, Pan-European University, Prague, Czechia
Email: jiri.strouhal@taltech.ee
Jiří Strouhal is the head of the accounting research group at TalTech School of Business and Governance (Estonia) and a Full Professor at Paneuropean University (Czechia). He is President Emeritus of the Association of Czech Professional Accountants and the author of the current Czech accounting certification scheme of the Union of Accountants. He serves on the editorial board of several high-ranking journals. His research interest covers accounting harmonization and its impact on financial performance and reporting, sustainability and industrial symbiosis, ESG reporting, and valuation of financial instruments.

Ing. Iveta Hamarneh, Ph.D.
ORCID ID: https://orcid.org/0000-0002-4724-098X
Affiliation: Department of Tourism, Faculty of Entrepreneurship and Law, Paneuropean University, Prague, Czechia
Email: iveta.hamarneh@peuni.cz
Iveta Hamarneh is a vice-dean and head of the Faculty of Entrepreneurship and Law at Pan-European University, Prague, Czechia, and a member of the Department of Tourism. She has extensive experience teaching tourism courses. She actively promotes the tourism sector in Czechia through her membership in the Czech Travel Press, the Society of Scientific Experts in Tourism, the Association for Tourism and Leisure Education and Research, and European Regions for Competitive and Sustainable Tourism. She attends and organizes tourism conferences.

Mark Ratilla, Ph.D.
ORCID ID: https://orcid.org/0000-0002-8318-505X
Affiliation: Department of Business and Management, Visayas State University, Baybay, Philippines.
Email: mark.ratilla@vsu.edu.ph
Mark Ratilla is an associate professor at the Department of Business and Management, Visayas State University, Philippines. His research interest spans sharing economy participation, e-commerce, and cross-cultural consumer behaviour. His current work focuses on advancing the discourse surrounding the sharing economy and harnessing its potential to drive development in emerging economies.

Natalie Aleksandra Gurvitš-Suits, Ph.D.
ORCID ID: https://orcid.org/0000-0003-1848-7171
Affiliation: Department of Business Administration, TalTech School of Business and Governance, Tallinn, Estonia
Email: Natalja.gurvits@taltech.ee
Natalie A. Gurvitš-Suits is an associate professor at the Department of Business Administration of TalTech School of Business and Governance. Her research interest covers sustainability, corporate social responsibility, ESG, business ethics, and accounting education. Her current work is mostly focusing on sustainability and ESG reporting.