

Travelling to Tourism Destinations through the lens of Sustainability: An extended TPB Model to predict behavioural intention of Gen Z Consumers

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ABSTRACT

The aim of this study is to predict Gen Z Consumers' behavioural intention towards travelling to tourism destinations in the context of sustainability by developing an integrated structural model that incorporates the Theory of Planned Behaviour model with the additional constructs i.e. climate change awareness and desire for digital disconnection. The data was collected using the online questionnaire developed with Google forms and examined using SEM with AMOS and SPSS software. The hypotheses were statistically tested and the results revealed that integrating the theory of planned behaviour with climate change awareness and desire for digital disconnection leads to a strong model for examining behavioural intentions towards visiting tourism destinations. The findings may be used by government agencies, tourist management departments, and tourism businesses to establish suitable tourism development policies in tourism destinations. To the best of the authors' knowledge, this study is one the first in tourism research to integrate the theory of planned behaviour with climate change awareness and desire for digital disconnection to investigate Gen Z Consumers' behavioural intention towards travelling to tourism destinations.

KEYWORDS

Gen Z Consumers, Theory of Planned Behaviour, Climate Change Awareness, Desire for Digital Disconnection, Tourism Destinations

ARTICLE HISTORY

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1. Introduction

Generation Z is predominantly Generation X's offspring which was brought-up through the transformations brought forth by the internet, cell phones, laptop computers, publicly available networks, and digital content (Robinson & Schanzel, 2019). This generation has grown up in an atmosphere progressively penetrated by ICT (Information and communication technologies) and might be described as a 'hyper-connected' population, surrounded by smartphones, computers, and the internet, where part of their daily lives are spent exchanging e-mails, sending SMS, and liking photographs (Haddouche & Salomone, 2018). Despite the reality that there are now more than enough apps for individuals to utilise, Web 2.0 technologies are appearing every day (Liu, 2010). Given that digital technologies have become so ubiquitous in our lives, defining "the digital" may seem superfluous. Revolutionary advancements in a variety of key gadgets and communications infrastructure have made online services, smartphones, big data, algorithms, AI, and machine learning essential components of almost every aspect of life (Bettini, Gioli & Felli, 2020). Nonetheless, DTs include all technologies for creating, analysing, transmitting, and using digital commodities that may be grouped together under the umbrella phrase information, communication, and media technologies (Agapito et al., 2014; Berger, Denner & Roeglinger, 2018).

Without a question, all of these advancements have a tremendous influence on human lifestyles and wants. In 2019, the amount of carbon dioxide (CO₂) and additional emissions into the atmosphere stretched unprecedented heights, making it the second hottest summer, ushering in the warmest decade in history to a close (2010-2019). Climate change is harming every single nation on every continent, destabilising national economies and endangering lives. Climate patterns are shifting, sea levels are increasing, and weather conditions are getting further severe (UNSD, 2022). The reality of climate change cannot be denied any longer (Hall, 2016).

Consequently, younger Gen Zers have a much greater tendency to adhere to green values, to preserve the earth's resources, and to reduce consumption, as well as to help society flourish in a sustainable way in which they live (Seitz, Mihai, Morshed, Mattias & Rizkallah, 2014). In general, Gen Zers have a heightened awareness of environmentalism, conservation of resources, and reducing their consumption than older generations, hence contributing more to society's sustainable development (Entina, Karabulatova, Kormishova, Ekaterinovskaya & Troyanskaya, 2021).

At this stage, sustainability plays an extremely significant role in the triangle of environmental, societal, and consumption issues (Caliskan, 2021). The impacts of climate change are generally acknowledged as global issues. However, it is also significant to emphasize that all human beings can make a significant contribution to combat climate change (Halady & Rao, 2010). In academia, there has been substantial investigation into the issue of climate change and sustainability in varied settings (Halady & Rao, 2010; Ekpoh & Ekpoh, 2011; Weaver, 2011; Scott, Gossling & Hall, 2012; Korkala, Hugg & Jaakkola, 2014; Dillimono & Dickinson, 2015; Hall, 2016; Masud et al., 2016; Lenzen et al., 2018; Juschten, Jiricka-Pürerer, Unbehaun, & Hossinger, 2019; Kim & Hall, 2019; Bradley, Babutsidze, Chai & Reser, 2020; Liu, Ma, Qu & Ryan, 2020; Seyfi, Hall & Vo-Thanh, 2020; Hall & Saarinen, 2021; Hu, Becken & He, 2022; Abdelwahed, Soomro & Shah, 2022; Seyfi, Hall & Vo-Thanh, 2022). In spite of the fact that climate change has been a problem for decades, it has recently gained much more attention and a whole new generation of supporters, the Gen Z (Belo et al., 2014; Kumar et al., 2020).

Gen Zers primarily motivated by humanistic ideals, morals, and ethics, are more conscious about the human influence on the environment than any previous generation, and are more willing to assume responsibility for the harmful impacts of climate change (Entina et al., 2021). The Gen Z cohort has previously been studied in a variety of settings, including green computing (Seitz et al., 2014), social media usage (Haddouche & Salomone, 2018), travel experiences (Robinson & Schanzel, 2019), workplace behaviour (Schroth, 2019), sustainable tourism (Caliskan, 2021), global transformations (Entina et al., 2021), gaming technology in augmented reality (Mavragani & Dionysios, 2022) and many more, however empirical research pertaining to Gen Z with climate change (McCreary, 2021) is limited. Despite the clear connection between technological advancement and global warming solutions, the digital dialogue furthermore points out the adverse side-effects of extensive technology usage, including product waste, resource consumption, and greenhouse gas emissions (Dwivedi et al., 2022).

Digital activity, despite its apparent separation from the physical world, has added to the environment's carbon footprint in an unexpected way. An analysis by the Shift Project in 2019 found that the collective digital carbon footprint of the world accounts for about 3.7 percent of all greenhouse gas emissions, almost as much as the aviation industry. Moreover, the energy consumption of digital technology has gone up by almost 70% between 2013 and 2020 (Jungblut, 2022). The misuse of excessive technology usage has moved to tourism, with new study showing that visitors may prefer "disconnection" when travelling (Ozdemir & Goktas, 2021). Drawing on the concept of 'digital detox' and 'digital disconnect', which tourists usually undertake by avoiding technology in order to live a healthy lifestyle, whether physically, intellectually, or spiritually (Ozdemir & Goktas, 2021) for their own well-being, the current study elaborates on the concept of 'desire for digital disconnect' (Dickinson, Hibbert & Filimonau, 2018) for the wellbeing of the planet, to mitigate the impacts of climate change.

In light of the ubiquitous presence of technology in everyday life, a backlash is brewing (Dickinson et al., 2016). The ideas of digital free tourism (DFT) (Li, Pearce & Oktadiana, 2020), digital disconnect (Dickinson et al., 2016), digital detox (Felix & Dean, 2012), dead zones, unplugged tourism (Pearce & Gretzel, 2012) etc., are emerging. More recently, a number of researchers have investigated this in distinct domains such as motivations for digital free tourism (Egger, Lei & Wassler, 2020), digital detox and authenticity (Syvertsen & Enli, 2020), emotions in digital-free holiday (Cai, McKenna & Waizenegger, 2020), carbon footprint of ICT's (Cordella, Alfieri & Sanfelix, 2021), trends in digital detox holidays (Ozdemir & Goktas, 2021), ICT'S and wellbeing (Gretzel & Stankov, 2021), digital technologies and climate change (Dwivedi et al., 2022). In contrast, there is a paucity of literature addressing the question of digital disconnection and the Gen Z demographic. Individuals who desire to travel but avoid using ICT or digital gadgets generate a market for 'digital escapers' (Paris, Berger, Rubin & Casson, 2015). It is crucial to note that Gen Z is an entirely digital generation that has never encountered a world without mobile devices, social media, the internet or some kind technology. The combination of this particular young demographics' concerns and Behavioural intentions regarding climate change while travelling in conjunction with the issue of digital footprint makes for an intriguing topic of study.

This research adds to the discourse on digital technology and climate change for sustainability in the context of the Gen Z population's travel intention through the prism of Theory of Planned Behaviour. The TPB is considered an exceedingly effective approach for predicting human intents and Behaviours (Ajzen, 1991) and its applications span a range of fields (Masud et al., 2016; Khan, Ahmad & Najmi, 2019; Liu et al., 2020; Alzubaidi, Slade & Dwivedi, 2021; Fenitra, Tanti, Gancar & Indrianawati, 2021; Nowacki, Chawla & Kowalczyk-Anioł, 2021; Juschten et al., 2021; Zheng, Qiu, Morrison, Wei & Zhang, 2022; Abdelwahed et al., 2022).

The arrangement of the chapter is as follows: An in-depth literature review follows the introduction, in which the TPB model and its additional constructs are explained. In the same section, a table presenting previous studies on this topic follows the conceptual framework. A discussion of the methodology, including such topics as sampling and data collection, analysis of the data, and design of the research instrument, was also included. Analysing the findings, the discussion and conclusion have been provided. The study concludes with some limitations and directions to consider for upcoming research.

2. Literature Review and Hypotheses Development

2.1 Theory of Planned Behaviour (TPB)

Adapted from the theory of reasoned action (Fishbein & Ajzen, 1980), the theory of planned Behaviour (Ajzen, 1991) has been useful in explaining social behaviours, including pro-environmental Behaviour. Conforming to the theory of planned behaviour, intentions are subject to three elements: attitudes: how one perceives a particular behaviour and its consequences, subjective norms: how societies encourage, pressure, or control behaviour, and perceived behavioural control: the comfort or struggle with which the behaviour can be accomplished (Ajzen, 1991).

2.2 Attitude (ATT)

Individuals' attitudes are a psychological evaluation of the value, wisdom, necessity, and benefit of performing an action. A positive attitude as a product of favourable expectations generates positive motivation to drive Behavioural intentions, in line with the expectation-disconfirmation paradigm, and vice versa (Wong, Wan, Huang & Qi, 2021). In this context, the narrative conceptualizes the attitude towards a tourism destination through the context of sustainability that is Gen Z's feelings/attitude towards the issues related to the sustainable use of the environment. Concerning sustainable consumption, there is evidence that attitude has a significant association with Behavioural intention (Kim & Hall., 2019; Safshekan, Iztüren & Ghaedi, 2020; Sujood, Sheeba & Bano, 2021; Nowacki et al., 2021; Ng & Cheung., 2022; Zheng et al., 2022). Hence, the hypothesis:

H1 Attitude is significantly and positively associated with behavioural intention towards travelling to tourism destinations.

2.3 Subjective Norms (SN)

Subjective norms express favourable or unfavourable attitudes about specific behaviours displayed by a specific group surrounding a person (Ajzen, 1991). Subjective norms, which function as a form of peer pressure, urge individuals to modify their conduct when it comes to environmentally friendly and socially responsible behaviour (Ulker-Demirel & Ciftci, 2020). That is to say, family members and friends can influence sustainable lifestyle choices in a person or discourage unsustainable Behaviour. People who are subjected to more social pressure are more probable to practice environmentally responsible behaviour (Khan et al., 2019). Prior literature on sustainability show a favourable association between SN and behavioural intention (Kim & Hall., 2019; Juschten et al., 2019; Khan et al., 2019; Nowacki et al., 2021; Zheng et al., 2022). This leads to the ensuing hypothesis:

H2 Subjective Norm is significantly and positively associated with behavioural intention towards travelling to tourism destinations.

2.4 Perceived Behavioural Control (PBC)

Perceived behavioural control refers to a person's assessment of the easiness or complexity of a specific action (Ajzen, 1991). In context of sustainable behaviour, while some studies have demonstrated PBC to have a significant relationship with behavioural intention (Toni, Renzi & Mattia, 2018; Juschten et al., 2019; Kim & Hall., 2019; Nowacki et al., 2021; Zheng et al., 2022), others have found little or no significant association (Pikturniene & Baumle, 2016; Khan et al., 2019; Fenitra et al., 2021; Abdelwahed et al., 2022). In light of the above review, the following hypothesis is suggested:

H3 Perceived Behavioural Control is significantly and positively associated with behavioural intention towards travelling to tourism destinations.

2.5 Climate Change Awareness (CCA)

Climate change awareness refers to being mindful of the threats that climate change poses to the human species and natural ecosystems (Achakulwisut, Mickley & Anenberg, 2018; Kim & Hall, 2019). Climate change is a complex phenomenon because of its gradual nature and uneven distribution of its harmful effects (Liu, Liu & Su, 2021). Creating awareness of climate change encompasses developing knowledge, awareness, principles, attitudes, skills, and aptitudes amongst people and social groups, therefore resulting in an improved quality of life (Ekpoh & Ekpoh, 2011). The increased knowledge of climate change promotes the embracing of low-carbon consumption (Korkala et al., 2014). A handful of researches in the past have found a significant association between Climate change awareness and behavioural intention (Masud et al., 2016; Kim & Hall., 2019; Abdelwahed et al., 2022). Following the above discourse, the subsequent hypothesis is proposed:

H4 Climate Change Awareness is significantly and positively associated with behavioural intention towards travelling to tourism destinations.

2.6 Desire for Digital Disconnection (DDD)

In the tourist industry, the fascination with digital disconnect is part of a larger debate that questions the downsides of perpetual connectedness. The psychological diagnostic of burnout underpins the crisis diagnosis. (Neckel & Wagner, 2013). The hyper connectivity of networked societies are increasingly being criticised for being harmful to health and a security concern and consequently 'Disconnection' has become a lucrative concept, with the tourist sector marketing it as "unplugged travel" or "digital detox" (Staheli & Stoltenberg, 2022). Regardless of the fact that the notion of digital detox is fairly recent, its use has grown significantly. Taking a pause from online media or technological devices for longer or shorter periods, as well as restricting the use of smartphones and other devices are all part of digital detox (Syvertsen & Enli, 2019). Dickinson et al. (2016) examined the issue of digital disconnection during camping tourism for mobile phones. A dilemma in terms of the importance of connectedness against the urge to "escape away from everything" occurred regarding the usage of mobile technologies in travel. A small effect of digital engagement on disconnection was detected, but patterns were not discernible. A number of researchers have investigated the concept of digital disconnection in other diverse backgrounds, such as digital detox holidays (Cai et al., 2020; Ozdemir & Goktas, 2021), motivations of Dutch tourists for digital detox (Hoving, 2017), digital detox for authenticity (Syvertsen & Enli, 2020), attitudes and motivations for digital detox tourism at Egyptian destinations (Gaafar & Allah, 2021), digital detox camps (Karlsen, 2020), dead zones (Pearce & Gretzel, 2020), digital disconnection (Dickinson et al., 2016), digital free tourism (Li et al., 2020; Egger et al., 2020). Hence, the hypothesis:

H5 Desire for digital disconnection is significantly and positively associated with behavioural intention towards travelling to tourism destinations.

Table 1. Represents previous studies related to TPB, Climate Change Awareness and Desire for Digital Disconnection and Sustainability.

Table 1. Previous Studies Related to TPB, Climate Change Awareness and Desire for Digital Disconnection and Sustainability

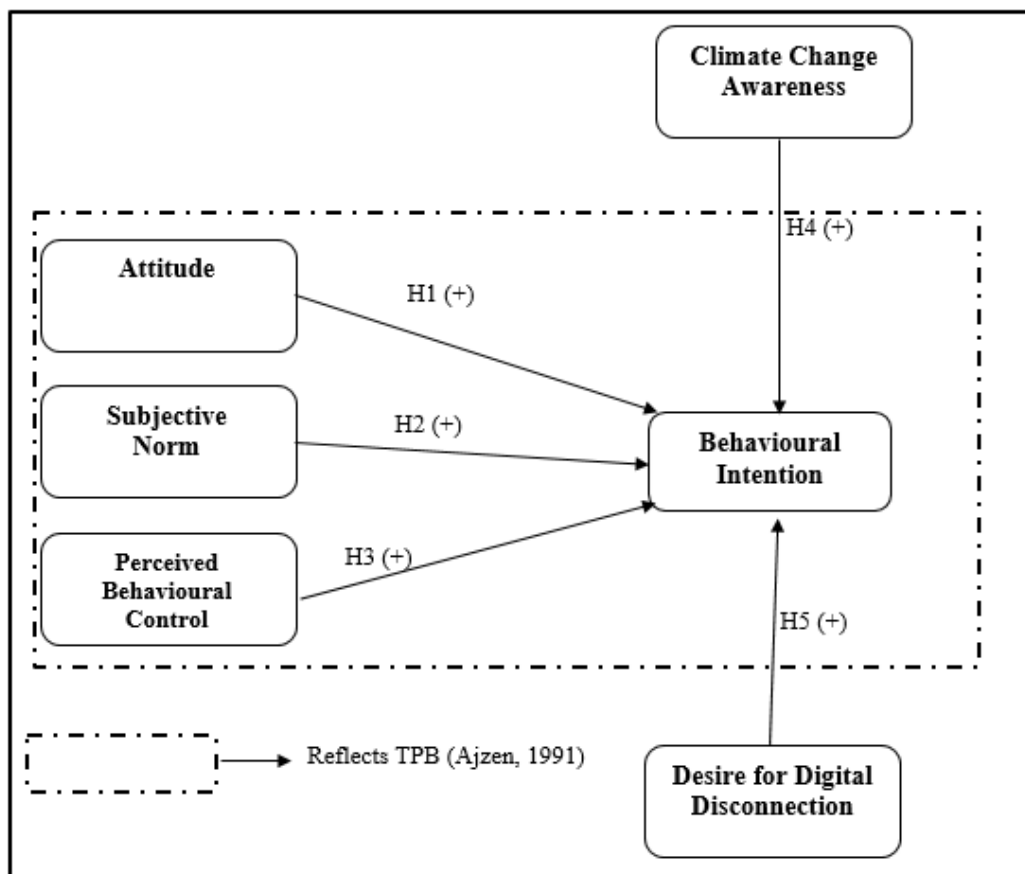
Author's/ (Year)	Purpose	Country	Sample (n)	Concept	Result
Zheng et al. (2022)	To investigate visitor PEB intentions in a rural context using TPB and the CAB model.	China	403	TPB and CAB	The suggested integrated theoretical framework demonstrated more predictive value than TPB alone when investigating PEB intentions.
Abdelwahed et al. (2022)	To evaluate climate change adoption intentions and PEB among citizens of a developing nation.	Pakistan	976	TPB	ATCC and SN have a strong favourable influence on ITCC. Furthermore, ITCC has been shown to be an effective predictor of PEB. The PBC, on the other hand, has no effect on ITCC.
Hu et al. (2022)	To assess the level of CCA and adaptation intention among Chinese tourism workers.	China	733	PMT	Those who recognize larger climate risks and have greater capacities for adaptation are more likely to take measures. Increasing adaptability inducements will encourage staff to act and adopt adaptability measures.
Ng & Cheung (2022)	To create an integrated framework that investigates the origins of PEB intentions among younger generations.	China	279	TPB and CVT	Younger generation's perceived values on environmentalism influence pro-environmental ATT and BI including an intention to recycle or conserve. CVT indicates that youths' perceived values in three dimensions - emotional, functional, and relational - predict their pro-environmental ATT.
Kim & Hall (2021)	An analysis of the effects of air quality perception and climate change mitigation on attachment to walking, related to walkable places and subjective well-being, as well as comparisons of tourism, leisure, and work activities was undertaken.	South Korea	330	----	5 out of the 6 hypotheses were supported with attachment to walking on subjective well-being as the strongest effect.

Nowacki et al. (2021)	To test the relationship between ATT to the environment and eco-friendly tourism, SN concerning ERB, PBC, BI concerning eco-friendly places and the willingness to pay.	India	598	TPB	Significant relationship between ATT to environment and eco-friendly destination and SN, PBC to travelling BI. Weak association between ATT and willingness to pay more.
Gaafar & Allah (2021)	To explore the phenomenon of Digital Detox Tourism (DDT) and visitors' knowledge of the consequences of excessive ICT use.	Egypt	348	-----	Escapism, relaxation, health and wellness, and relationships are identified as four motivators that induce visitors to engage in DDT.
Safshekan et al. (2020)	To scrutinize the influence of people' community attachment, community participation and environmental ATT on ERB	North Cyprus	300	-----	All three variables demonstrated a significant affiliation with ERB.
Juschten et al. (2019)	To inspect the consequence of climate change on visitors' intentions to visit summer tourist destinations	Vienna	877	TPB	ATT had a small insignificant impact on BI. SN, social norms had strongest influence on BI. The effect of PBC on BI is less strong, but still significant. Other significant predictors were travel motives related to outdoor sports, media coverage, and past Behaviour
Kim & Hall (2019)	To inspect consumer's intention to reduce waste as a way to combat climate change, specifically when dining out	Korea	482	TPB	ATT, SN and PBC had a significant influence on waste reduction intention. CCA significantly affects ATT and BI of reducing waste for sustainability.
Dickinson et al. (2016)	To investigate the desire for digital disconnect when camping.	UK	339	-----	Tourists are not continuously connected, with up to 50% expressing a wish to unplug. The study discovered that internet interaction had a minor impact on the urge to disconnect, but no discernible trends.

Abbreviations used in the table- "BI = Behavioural Intention, ATT= Attitude, SN= Subjective norms, PBC= Perceived Behavioural Control, TPB= Theory of Planned Behaviour, CAB= Cognition-affect-behaviour, CCA= Climate Change Awareness, PEB= Pro-environmental Behaviour, ITCC=Intention to adopt Climate Change, PMT= Protection Motivation Theory, ERB= Environmentally responsible Behaviour, CVT= Customer Value Theory"

Source: Own Elaboration

Figure 1. Proposed Conceptual Framework



Source: Own Elaboration

3. Research Methods

3.1 Data Collection

This study made use of an online questionnaire created with google forms. From February 3, 2022 to March 29, 2022, the questionnaire's link was distributed online via social networking sites. To ensure that the respondents were appropriate for the current study, two screening questions were asked. First, Only Generation Z consumers should participate in the survey. Second, Only Indian (Gen Z) consumers should participate in the survey. The survey link was repeatedly posted on various travel agency social media webpages to attract more responses. Respondents were instructed to read the instructions of the study, understand the study narrative and carefully take the survey.

3.2 Development of Questionnaire

Adapting existing scales from the literature, a measurement instrument was created. Appendix A lists the measurement instrument's items and variables, as well as their sources. To examine Gen Z consumers' perceptions of all constructs, the questionnaire instrument used a seven-point Likert scale ranging from "strongly disagree (1)" to "strongly agree(7)". A pilot test with 20 responses was also done, and a few items (CCA5, DDD5, DDD6, and ATT5) were omitted based on the results of the pilot study.

3.3 Data Analysis and Screening

Structural equation modelling (SEM) was utilised as an analytical technique to evaluate the proposed model and its related hypotheses, and the data was analyzed using SPSS and AMOS softwares. Following the two-step technique advocated by Anderson and Gerbing (1988), we have analysed the measurement model to determine the reliability and validity of variables. The structural model was then evaluated by assessing the significance of the causal links between the variables. After an assessment of the data for outliers and missing values. We have tested the data for normalcy and common method bias. As given in Table 3, the skewness and kurtosis values lie under the suggested range, i.e., +3 and -3 (George & Mallery, 2003). Hence, data is normally distributed. Harman's single factor test was used to assess common method bias. The highest variance explained by a single factor was 39.557 percent, which was less than the recommended threshold value of 50 percent. This demonstrates that the current data is free of common method bias. SPSS was used for descriptive statistical analysis of each variable (Table 3). All of the variables' means are higher than the medium value of 4. The highest and lowest mean values were found in BI (5.9294) and CCA (5.1851), respectively, whereas the highest and lowest SD values were found in PBC (1.1978) and CCA (0.9778).

3.4 Respondents' Demographic Profiles

Table 2 displays the demographics of the respondents: Of the 456 participants, 250 (55.09%) are males, while 206 (44.91%) are females. Approximately 28.02 percent of the respondents are between the ages of 21 and 23. According to their educational background, most of the participants 206 (42.54 percent) are graduates. The majority of respondents (28.98%) have monthly income ranging from 15,000 to 30,000 rupees (1 US dollar Equals around INR 76.00 as of 2022).

Table 2. Demographic Profiles of the Respondents

Items	Frequency (n = 456)	Percent (%)
Gender		
Male	250	55.09
Female	206	44.91
Others	-	-
Age (Years)		
<18	106	23.34
18-20	119	26.20
21-23	128	28.02
23-25	103	22.44
Education		
Others (Diploma/Certificate)	11	5.12
High School	74	16.12
Intermediate	89	19.58
Graduation	217	42.54
Post-Graduation	76	16.63
Monthly Income (INR)		
<15,000	37	08.12
15,000-30,000	132	28.98
30,001-45,000	110	24.16
45,001-60,000	123	26.98
>60,000	54	11.76

Source: Own Elaboration

3.5 Measurement Model

Exploratory Factor Analysis (EFA) was performed to analyse the underlying variables before employing the measurement model and structural model (Anderson & Gerbing, 1988). The results display that the KMO value is 0.928 which surpasses the recommended value of 0.6 (Kaiser, 1974, 1970) and a significant value for Bartlett's test (9736.482, $p < 0.001$) (Bartlett, 1954) indicating that the data was sufficient for factor analysis (Tabachnick & Fidell, 1996). Confirmatory factor analysis was utilised to examine the validity of the study constructs and test the measurement model. Several goodness-of-fit indices were considered to check the model fit. The model fit results were, CMIN/DF= 2.980, GFI= 0.900, NFI= 0.942, RFI= 0.931, TLI= 0.953, CFI= 0.960, RMSEA= 0.066, indicating that the it was a good model fit.

Table 3. EFA

Items	Loadings	Mean	SD	Skewness	Kurtosis	Cronbach's Alpha
Behavioural Intention		5.9294	1.13132	-1.371	2.814	0.952
BI1	0.791					
BI2	0.753					
BI3	0.763					
Climate Change Awareness		5.1851	0.97786	-0.926	1.162	0.869
CCA1	0.816					
CCA2	0.751					
CCA3	0.765					
CCA4	0.729					
CCA5a						
Desire for Digital Disconnection		5.8795	0.99938	-1.322	2.096	0.891
DDD1	0.787					
DDD2	0.810					
DDD3	0.773					
DDD4	0.764					
DDD5a						
DDD6a						
Attitude		5.5728	1.19254	-0.721	0.523	0.936
ATT1	0.745					
ATT2	0.832					
ATT3	0.836					
ATT4	0.811					
ATT5a						
Subjective Norms		5.2722	1.02170	-0.725	0.718	0.908
SN1	0.792					
SN2	0.796					
SN3	0.727					
SN4	0.761					
Perceived Behavioural Control		5.5870	1.19780	-0.700	0.062	0.931
PBC1	0.857					
PBC2	0.869					
PBC3	0.638					

^aItems dropped due to low alpha values

Source: Own Elaboration

The best way for determining internal consistency is to evaluate the coefficient alpha of the variables. Cronbach's alpha values higher than 0.70 (Table 3) indicate that measures are more reliable in terms of internal consistency (Nunnally & Bernstein, 1978). The average variance extracted (AVE) and composite reliability values were obtained to assess construct reliability and validity (Fornell & Larcker, 1981). As given in Table 4, the composite reliability (CR) and average variance extracted (AVE) both are higher than the recommended values of 0.5 and 0.7.

Table 4. Reliability and Convergent Validity Test

Variables	Items	FL	CR	AVE
Behavioural Intention			0.955	0.878
	BI1	.98		
	BI2	.85		
	BI3	.97		
Climate Change Awareness			0.870	0.626
	CCA1	.74		
	CCA2	.81		
	CCA3	.82		
	CCA4	.80		
Desire for Digital Disconnection			0.891	0.672
	DDD1	.83		
	DDD2	.85		
	DDD3	.81		
	DDD4	.80		
Attitude			0.937	0.788
	ATT1	.84		
	ATT2	.88		
	ATT3	.90		
	ATT4	.92		
Subjective Norms			0.908	0.711
	SN1	.83		
	SN2	.85		
	SN3	.82		
	SN4	.87		
Perceived Behavioural Control			0.940	0.840
	PBC1	.99		
	PBC2	.99		
	PBC3	.76		

Source: Own Elaboration

As given in Table 5, the square root of each AVE value exceeded its correlation values with other variables, hence, it confirms discriminant validity (Fornell & Larcker, 1981).

Table 5. Discriminant Validity Test

Constructs	BI	CCA	DDD	ATT	SN	PBC
BI	0.937					
CCA	0.599***	0.791				
DDD	0.680***	0.529***	0.82			
ATT	0.649***	0.579***	0.533***	0.888		
SN	0.654***	0.592***	0.647***	0.650***	0.843	
PBC	0.496***	0.614***	0.516***	0.575***	0.562***	0.917

Source: Own Elaboration

3.6 Structural Model

The data analysis results in table 6 show that four of the five hypotheses that tested a direct relationship with intention were supported and one was not. Thus, attitude ($\beta=0.274$, $p < .001^{***}$), subjective norms ($\beta=0.142$, $p < .01^{**}$), climate change awareness ($\beta=0.204$, $p < .001^{***}$), and desire for digital disconnection ($\beta=0.391$, $p < .001^{***}$) all positively and significantly influence behavioural intention towards travelling to tourism destinations, whereas perceived behavioural control ($\beta= -0.09$) did not. All these variables explained about 65% ($R^2 = 0.649$) of the variance in the behavioural intention towards travelling to tourism destinations. The SEM model path diagram is shown in Figure 2 and standardised path coefficients were calculated to check the relationships among study constructs.

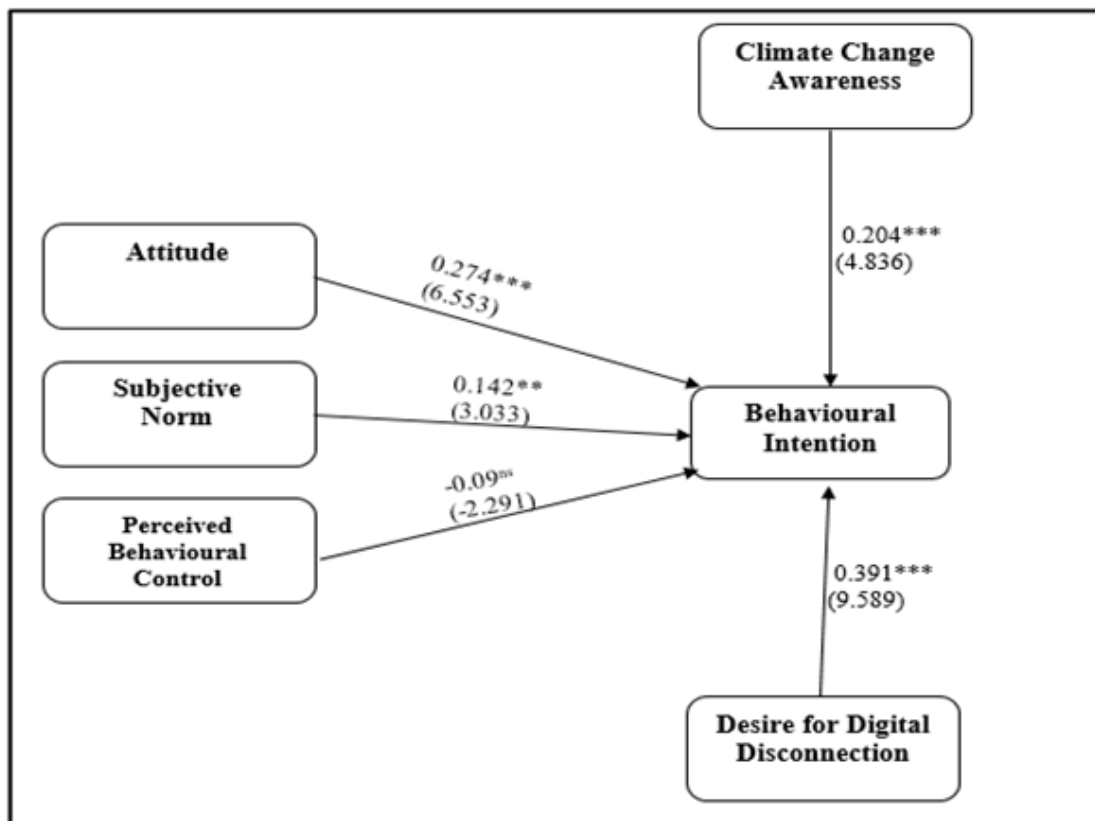
Table 6. Results of Hypotheses Testing

H	Paths	β -value	t -statistic	p -value	Results
H1	ATT $\rightarrow$ BI	0.274	6.553	***	Supported
H2	SN $\rightarrow$ BI	0.142	3.033	**	Supported
H3	PBC $\rightarrow$ BI	-0.09	-2.291	**	Not Supported
H4	CCA $\rightarrow$ BI	-0.09	4.836	***	Supported
H5	DDD $\rightarrow$ BI	0.391	9.589	***	Supported

Source: Own Elaboration

4. Discussion and Conclusion

In this study, Climate Change Awareness (CCA) and Desire for Digital Disconnection (DDD) have been incorporated to the Theory of Planned Behaviour Model to investigate Gen Z Consumers' behavioural intentions toward visiting sustainable tourism destinations. A model with five hypotheses was developed focusing on the available literature. The presented model has been tested and interpreted using structural equation modelling (SEM) on AMOS 22 software. ATT and SN significantly and positively influence BI, while the relationship between PBC and Gen Z Consumers' behavioural intentions toward visiting sustainable tourism destinations is found to be insignificant. While, CCA and DDD, the two additional constructs, have a direct and positive association with BI. This research has great contribution both to theory and practice. Gen Z consumers' attitude has a significantly and positive ($\beta = + 0.274$) association with BI towards visiting the sustainable tourism destinations. Hence, H1 was accepted. This is similar with the previous studies (Nowacki et al., 2021; Ng & Cheung, 2022; Park, Hsieh & Lee, 2017).

Figure 2. The Estimated Structural Model and Hypotheses

Source: Own Elaboration

ATT is the second strongest predictor of Behavioural Intention. The reason for this could be that the Gen Z consumers prefer to visit sustainable tourism destinations for intrinsic reasons, realizing that his/ her visit will be both beneficial and advantageous. Subjective norms of the Gen Z consumers also has the direct and significant relationship ($\beta = + 0.142$) with BI. Therefore, H2 was accepted. This is in match with the earlier studies (Juschten et al., 2019; Liu et al., 2020). The possible reason could be that the opinion of a person of concern to Gen Z consumers' may affect their intention to visit the sustainable tourism destinations. According to findings, PBC does not significantly influence ($\beta = - 0.09$) behavioural intention of Gen Z consumers. Thus, H3 was rejected. The result is similar to the earlier studies (Shah & Soomro, 2017; Liu et al., 2020; Abdelwahed et al., 2022). The reason could be that Gen Z consumers do not have enough time, knowledge, or decision-making power to travel to sustainable tourism destinations. They may believe they have little control over practicing sustainability, and external or internal circumstances may discourage them from visiting tourism destinations. The findings show that CCA has a positive and significant and positive relation ($\beta = + 0.204$) with behavioural intention of Gen Z consumers to visit sustainable tourism destinations. Hence, H4 was accepted. This is in line with the previous studies (Abdelwahed et al., 2022; Kim & Hall, 2019). The reason for this could be that Gen Z consumers seem to have a much strong desire to commit to green values, safeguard global resources, minimize usage, and make an important contribution to the advancement and sustainable development of the society. The findings show that DDD has a significant and positive ($\beta = + 0.391$) influence on the behavioural intention of Gen Z consumers to visit sustainable tourism destinations. Hence, H5 was accepted. This finding is matched with the previous studies (Smith & Puczkó, 2015; Nguyen, 2021). The reason could be that abstinence from digital platforms is now considered a tactic for lowering utilisation and/or energy use. Furthermore, Gen Z consumers recognize that excessive use of technology while traveling can harm the quality of the tourist experience, and therefore tourists may indeed look for "disconnection" while traveling. Also their daily activities and sense of well-being may benefit from digital disconnection practices. DDD also helps in focusing on the priority of overall health, performance, true meaning of existence and contribution to the earth's climate.

Moreover, DDD must not be limited to behaviours at tourist destinations but might be extended to include other behaviours as well. The desire to disconnect is probably an extremely personal and situational decision based on individual perspectives and experiences.

5. Implications

5.1 Theoretical Implications

The study on its own differs from earlier research, as per the authors' expertise, it is among the first studies in tourism research to integrate the theory of planned behaviour with climate change awareness and the desire for digital disconnection to investigate Gen Z Consumers' behavioural intention towards visiting tourism sustainable destinations. The findings of this research add to related literature and studies on sustainable tourism, as well as tourists' desire for digital disconnection.

Because DDD-related research is still in its early stages, there is an opportunity to promote tourism research to progress well outside the technological persuasion and take a more critical view of ICT in tourism, primarily in terms of health and psychological well-being. This study assists in identifying the main factors that drive tourists to choose DDD, designed to allow tourism suppliers to not only advertise but also customize their products to this booming industry.

5.2 Practical Implications

The present study also contains practical implications. Government agencies and destination management companies may consider organising climate change awareness CCA events to make people more aware of environmentally friendly knowledge and practices.

This might help destination policymakers determine whether to generate technological alternatives or restrict mobile phones being used in tourism destinations like natural areas or historic sites. Evaluating DDD as a travel option rather than unpleasantness, the present study can significantly help professionals to effectively encourage DDD as a tourism product, optimizing the participants' associated satisfaction and positive perceptions. Consequently, this study indicates that not only is it practicable to create strategies that can support preserving sustainability from climate change but that sustainable tourism may be an important cause of enhanced climate change awareness. The key obstacle will be upgrading that awareness into action on climate change, as well as the willingness to work besides the costs of sustainability preservation and managing the tourist destinations and resources. According to the results and literature reviewed, it appears to be more feasible to limit or decrease the technology used instead of completely removing it.

6. Limitations and Directions for Future Research

There are several limitations to this research that need to be acknowledged. First, this study was based on investigating the behavioural intentions of Generation Z, which limits generalizability; therefore, future research should focus on the behavioural intentions of other generations or the general population. Second, the study's potential to generalise was limited because data was collected via convenience sampling. Third, as previously stated, the data was gathered via an online questionnaire created with Google forms. The questionnaire was answered by people using the internet and hence, excludes the people who are unaware of this technology which reduced the generalizability, therefore for future studies; it should be kept in mind. Furthermore, choosing to focus on a certain Generation group is by interpretation restricting, as it does not allow for a wider paradigm on other age groups' perceptions of technology. Additionally, in the field of sustainable tourism destinations and the behavioural intentions of Generation Z consumers, it appears that the TPB model should be enlarged with contrasting variables for increasing the prediction power of the model, namely sustainable tourism, government interventions, consumption intention, global environment, social connections, digital detox, and so on.

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APPENDIX A

Attitude (Ajzen, 1991; Ajzen & Fishbein, 1980)

ATT1: Travelling to tourism destinations is good.

ATT2: Travelling to tourism destinations is wise.

ATT3: Travelling to tourism destinations is pleasant.

ATT4: Travelling to tourism destinations is beneficial.

ATT5: Travelling to tourism destinations is attractive.

Subjective Norms (Ajzen, 1991; Hsu & Huang, 2012)

SN1: Most people who are important to me think I should travel to tourism destinations.

SN2: Most people who are important to me would want me to travel to tourism destinations.

SN3: People whose opinions I value would prefer me to travel to tourism destinations.

SN4: Most of my friends encourage me to travel to tourism destinations.

Perceived Behavioural Control (Ajzen, 1991)

PBC1: Whether or not, travelling to tourism destinations is completely up to me.

PBC2: I am confident that if I want, I can travel to tourism destinations.

PBC3: I have the resources, time and opportunities to travel to tourism destinations.

Climate Change Awareness (CCA) (Kim & Hall, 2019)

CCA1: I am concerned about climate change.

CCA2: I am alarmed about the reasons for climate change.

CCA3: I am worried about the consequences of climate change.

CCA4: I am concerned about the threat of fine dust.

CCA5: I am alarmed about the reasons for fine dust.

Desire for Digital Disconnection (DDD) (Dickinson et al., 2016)

DDD1: Travelling to tourism destination is a time to avoid digital communication.

DDD2: When travelling to tourism destination, I like to engage with the natural world and switch off all the digital gadgets.

DDD3: I switch off all the digital gadgets to avoid intrusion from friends and family while travelling to tourism destination.

DDD4: Digital gadget is an intrusion in a travelling to tourism destination.

DDD5: I only carry my digital gadgets for emergencies when travelling to tourism destination.

DDD6: I only switch on digital gadgets to check for messages from close friends and family when travelling to tourism destination.

Behavioural Intention (Ajzen, 1991)

BI1: I am willing to travel to tourism destinations in the future.

BI2: I plan to travel to tourism destinations in the future.

BI3: I will make an effort to travel to tourism destinations in the future.