Influence of Cultural Environmental Attitudes and Efficacy beliefs on Willingness to Pay for Ecotourism in the case of Chinese Tourists
Aim & Objectives

**Objective 01**
To analyze the effects of Efficacy beliefs on WTP

**Objective 02**
To investigate the environmental attitudes of Chinese Tourists using NEP

**Objective 03**
To explore the impacts of Pro Environmental Attitude on WTP

**AIM**: To assess the feasibility of applying WTP for ecotourism pricing in case of Chinese Tourists
Research Contribution

Theoretical Outlook –

Seeks to fills the literature gap between Efficacy beliefs and NEP Scale by establishing causal relationship which link a pro environmental world-view with Willingness to Pay

Real World Implications –

Aspires to gain appropriate insight in the Chinese Travelers mind for determining appropriate pricing strategies for new and existing Ecotourism Products

(William, 2014 ; China Tourism Research Institute, 2015)
Environmental Attitudes –
Personal beliefs of people and society with regards to nature ecology and environmental issues. Refers to how individuals relate to their natural surroundings.
- (Pam, 2016)

Self Efficacy Beliefs –
Self-efficacy refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments.
- (Bandura, 1977, 1986, 1997)

Willingness to Pay –
"Something is only worth what someone is willing to pay for it".
- Publilius Syrus 1 B.C.
New Ecological Paradigm

Changing world view from Human Dominant View to more Environmentally Concerned view

DSP to NEP – Originally introduced by Catton & Dunlap in 1978

12 Statements – Graded in 4 categories

Critiqued by Buttel – Weber’s work on ancient Agrarian Societies

Environmental Perspective of Durkheim’s Division of Labor

Problems – Lack of Internal Consistency, Deficient association between scale and actual behavior, Sexist and Dated Language

(Catton and Dunlap, 1978; Butell, 1978; Anderson, 2012)
## Literature Review

### Table 1. Revised NEP Statements

1. We are approaching the limit of the number of people the Earth can support.
2. Humans have the right to modify the natural environment to suit their needs.
3. When humans interfere with nature it often produces disastrous consequences.
4. Human ingenuity will insure that we do not make the Earth unlivable.
5. Humans are seriously abusing the environment.
6. The Earth has plenty of natural resources if we just learn how to develop them.
7. Plants and animals have as much right as humans to exist.
8. The balance of nature is strong enough to cope with the impacts of modern industrial nations.
9. Despite our special abilities, humans are still subject to the laws of nature.
10. The so-called “ecological crisis” facing humankind has been greatly exaggerated.
11. The Earth is like a spaceship with very limited room and resources.
12. Humans were meant to rule over the rest of nature.
13. The balance of nature is very delicate and easily upset.
14. Humans will eventually learn enough about how nature works to be able to control it.
15. If things continue on their present course, we will soon experience a major ecological catastrophe.

*Source: Dunlap et al. (2000).*

(Dunlap et al., 2000; Anderson, 2012)
Efficacy Beliefs

Social Cognitive Theory: Cognitive, behavioral, personal, and environmental factors interact to determine motivation and behavior. According to Bandura, human functioning is the result of the interaction among all three of these factors - (Crothers, Hughes, & Morine, 2008)

Willingness to Pay

Assumption that Environmental values are anthropogenic in nature
Value of Environment is based on people’s perceptions rather than anything concrete (Whitehead, 2006)
Existing Empirical Studies:

Application of NEP Scale in China:

• Chinese Version included in 2003 China General Social Survey (Hong, 2006)
  • Stratified Survey – 5073 Samples; Door to Door Surveys

• NEP for Chinese Adults: (Xue et al., 2016)
  • 515 Mandarin Speaking Chinese Nationals

Efficacy & Willingness to Pay:

• Cross Sectional Survey (Doran, Hanss and Larsen, 2015)
  • 358 International & Domestic Tourists at Bergen, Norway

• Stratified Multi-Section Survey (Kang et al., 2012)
  • 455 U.S. Hotel Guests from Different Hotel Segments
Primary Research Context

Biggest OTA in China
Launched in 1999
2015 Revenue of US $ 1.7 billion
Hotel Listed : 470,000

Countries Serviced : 200
Scientific Data Driven Approach to Management
25.5% market Share in Chinese OTA’s

(Garvin and Dai, 2013; China, 2016; Smith, 2016)
Methodology

Quantitative Research

• Research Modality: Cross-sectional Survey
  • Stratified Questionnaire

• Research Subjects:
  • Stratified sampling
  • Customers of Ctrip

• Research Location:
  • Ctrip Headquarters, Shanghai, China
Challenges & Limitations

- Unpredictable Sample Size
- Time Consuming
- Generalizability because of Cultural Context
- Language Barrier
- Cross-Sectional data insufficient to find out causal relationships
- Questionnaire Design
- Intentions not always translated to actions.
- Destination Choice
- Product Variance

Key Concerning Issues

Validity  Reliability  Repeatability & Ethical Issues
References

Thank You!