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Journal of Trade Science

ISSN 1859-3666

Volume 10

Number 2

June 2022

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UNDERSTANDING DOMESTIC TOURIST BEHAVIORS FOR ECO-TOURISM SUSTAINABLE DEVELOPMENT

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Received: 08th March 2022

Revised: 09th May 2022

Accepted: 12th May 2022

With the development of information technology and the internet, the article focuses on studying the impact of social networks and Chatbot e-services on customer behaviors. Specifically, customers are willing to pay for ecotourism (services, products) and are ready to protect the environment. The findings indicate the significant association of environment concern, political concern, and social value with people's intention toward ecotourism and their WTP premium for protecting the environment at ecotourism sites. The role of social networks is also suggested as moderating the relationship between these proposed factors and WTP while Chatbot e-services are considered as the critical factor for transferring individual intention to their actual action. This study highlights the role of social networks and Chatbot e-services in attracting people to visit eco-destinations as well as calling them to protect the environment and natural resources.

Keywords: Ecotourism intention, WTP, social networks, environment concern, political concern, social value.

JEL Classifications: M10, L82, L80

DOI: 10.54404/JTS.2022.10.02.07

1. Introduction

In the wake of climate change and the ongoing growth of climate concern, ecotourism, a form of nature-based tourism, has recently attracted increasing interest of both academics and practitioners in the tourism sector. Gössling and Schumacher (2010) stated that tourism has a significantly impact on the environment, economic, social, and cultural issues. Alternative models such as ecotourism are considered for local development and environment conservation (Kirkby et al., 2011).

In decades, there has been an increase in public awareness of environmental problems (do Paco & Raposo 2009). Recently, green purchasing behavior, environmentally responsible behaviors (Lee et al., 2013), and environment concern and ecotourism intention (Chi and Phuong, 2021) have a focus on

ecotourism research. Furthermore, drawing from the works of Shaw et al. (2016), consumer behavior in ethical consumption is a free consumer choice pushed by political, social or environmental concerns which can inform into two main sides such as boycotting. Therefore, concerns of an individual about environment, political and social issues will create the motivation which could lead to individual intention or willingness to act (Ramdas and Mohamed, 2014). However, examining the impacts of political concern, environment concern and social values on ecotourism intention and WTP premium for protecting the natural environment in eco-destinations is unclear.

On the other hand, awareness of how social networks might correlate with ecotourism intention and WTP is also unclear in the literature. As the internet

and especially social networks have changed the communication between consumers and firms (Wang et al., 2012), social networks attract a lot of users to enter the sites daily (Muratore, 2008). Thus, there are some researches in marketing found the positive impact of social networks on consumer decision making (Casteleyn et al., 2009). In tourism research, social networks are viewed as a powerful tool allowing tourists to interact and share their views about travel destination (Leung et al., 2013). Unfortunately, there is no attention in evaluating the influence of social networking sites in measuring tourists' actual behavior.

As firms are becoming globally in the era of artificial intelligence and are facing challenges with the Covid-19 pandemic, tourism and hotel providers are forced to move to the online world to successfully connect with customers (Aljaroodi et al., 2019; Nguyen, 2021). Travel and hotel industries are implementing robots to serve customers through desktop interfaces (Forbes, 2017). Chatbot is a good choice for firms to provide online interaction (Lee et al., 2017). According to Melián-González et al. (2021), a chatbot is "a software program (robot or bot) that has conversations in natural language with users (chats)" and can be found in "several places: websites, mobile applications, smart speakers, amongst others". Chatbot is developed for convenience and based on "simple keyword matching techniques" (Shawar & Atwell, 2007). Unfortunately, the role of chatbot e-services has not been well defined in enhancing individual behavior in protecting the natural environment and developing ecotourism sites.

Against this background, this study develops a new framework investigating the individual concerns on their intention and WTP, and also the moderating effect of social networks and Chatbot e-services. The proposed model is tested in the context of Vietnam where the environment and socio-economy are facing challenges because of due to environmental overexploitation, plastic waste, and poor infrastructure (Chi, 2021b; Chi & Phuong, 2021). This is of particular concern in emerging nations, where economic conditions are underdeveloped and environment protection strategies are inadequate. By proposing a behavioral model, this study offers con-

tributions to ecotourism literature and managerial implications.

2. Literature review and hypotheses

2.1. *The visit intention and willingness to pay a premium*

Ecotourism is defined as "nature-based tourism that is ecologically sustainable and is based on relatively undisturbed natural areas" (Valentine, 1993). From this perspective, ecotourism referred to nature conservation activities for improving the local economy and nature conservation. Therefore, ecotourism form is increasingly recognized because this type of tourism promotes local livelihoods and culture and the environment conservation (Kirkby et al., 2011; Chi & Phuong, 2021).

Initially, the intention is considered as people's intended or expected future behavior (Oliver & Swan, 1989) which presents the expectations of a kind of behavior and may be operated as the ability to act. Willingness to pay a premium (WTP) basically is referred to "an amount or cost that an individual intends to commit for a designated improvement or compensation" (Ramdas & Mohamed, 2014). They also viewed WTP as the tendency for an individual to act in monetary terms to acquire the quality of services or products. Some researches also suggest WTP as stakeholders' willingness to pay a amount for protecting the environment (Ku & Chen, 2013). When it comes to ecotourism, only a few research (i.e. Hultman et al., 2015) address the tourists' willingness to pay a premium and actual ecotourism consumption. In this study, WTP is considered as an amount that an individual intends to contribute the environment protection at eco-destinations.

2.2. *Hypotheses*

From the literature review, environmental concern is considered as "the whole range of environmentally related perceptions, emotions, knowledge, attitudes, values and behaviours" (Bamberg, 2003, p.21). According to Franson and Garling (1999), the environment quality is considered since people are well aware of the environment effect on their life.

People tend to behave in an environmentally responsible manner when the importance of the natural environment protection are clearly realized (Nguyen & Le, 2020). Empirically, environment

concern has been demonstrated as an important reason to explain why people engage in ecotourism. For example, Hultman et al. (2015) confirmed the positive relationship between individual beliefs in environment and their visiting intention. Otherwise, an individual is more likely to buy ethically as there are the socially mediated effects in the spread of ethical consumption (Starr, 2009). People who place their concern on the environment have a higher WTP for nature tourism (Vespestad & Gressnes, 2020). It can be suggested that individual with positive environment awareness is more likely to engage in ecotourism and willing to pay a higher premium for protecting environment than individual who is not environmentally concerned. Therefore, the paper proposes the hypotheses:

H1a: Environment concern of individual will positively influence their visit intention to ecotourism

H1b: Environment concern of individual will positively influence their willingness to pay premium for protecting environment at eco-destinations

Political concern is viewed as political consumerism, according to Bennett (1998), which has been defined with the term “lifestyle politics” in addressing political and moral concerns. He expressed political meaning in a wide range of activities such as entertainment choices and buying decisions. There is a notation that people base their political and ethical concerns on making a choice in buying decisions.

Individuals' purchasing choices reflect an understanding of services or products as embedded in a complex social and normative context which is called the politics behind products or services (Micheletti, 2003). Otherwise, an individual makes purchasing decision based on their considerations of justice or fairness or on a valuation of business and government practices (Stolle et al., 2005). So far, Starr (2009) argued that individuals would buy services for political or ethical reasons. He found that individual with concern about politics is more likely to engage in pro-environment activities in political participation. Consumption is no longer solely an economic activity, but also a political one as mentioning ethical consumption. There is some prior research revealing that political concern is an

antecedent of environmental consumption (Micheletti, 2003; Brenton, 2013). The consumers' purchasing choices are at least impacted by political mode (Stolle et al., 2005). As ecotourism activities focus on natural conservation and environment awareness, travellers are required to obey the rules and avoid harmfulness to the environment through their responsible environment behavior.

Furthermore, Brenton (2013) showed that the individual's political concern supports their willingness to pay and price premiums. He also implied that companies should target politically active people or should convince politically minded people. Ramdas and Mohamed (2014) further confirmed that individual knowledge about socio-political and environmental issues will lead to increased awareness and positive towards the environment which in turn affect individual responsible action. Therefore, this paper also supposes that individual with political concern is likely to engage in ecotourism activities and is WTP for protecting the natural environment at eco-destinations. The hypotheses are following:

H2a: Political concern of individual will positively influence their visit intention to ecotourism

H2b: Political concern of individual will positively influence their willingness to pay premium for protecting environment at eco-destinations

From the literature review of Sheth et al. (1991, p.161), social value is defined as “the perceived utility acquired from an alternative's association with one or more specific social groups” and contains of social norms and social status. The social norms describe a person receiving high pressure from individuals of importance (Ajzen, 1991) while social status represents “the value of power within the self-enhancement category” (Costa et al., 2014).

According to Blamey and Braithwaite (1997), social value is considered as an approach to understanding tourist behavior as it presents a socially acceptable manifestation of individual needs. They argued that social value provides a useful meaning in the study of tourist behavior toward ecotourism. The increase in individual social value leads to the expansion of social norms pushing individual behavior (Ostrom, 2000). This is a reason to reflect that people are willing to pay higher premiums as

their level of altruism is high. Conrad (2005) later viewed there is increase in individual concern about social value as the environment is damaged by marketed products. In that case, that social value increases consumer willingness to pay for ecological products. Unfortunately, the research about social value on ecotourism is scant while there are a few recent studies examining eco-food. Individual concern about social issues will lead to their environmentally responsible action about visit intention and their willingness to pay a premium (Ramdas & Mohamed, 2014). Drawing from the aforementioned literature, it can be suggested the relations among social value, and ecotourism intention, and WTP for protecting environment at ecotourism sites. Therefore, this study proposes the hypotheses:

H3a: Social value of individual will positively influence their visit intention to ecotourism

H3b: Social value of individual will positively influence their willingness to pay premium for protecting environment at eco-destinations

There is a little research expressing the relation between individual intention and their willingness to pay a premium. For example, Xu and Gursoy (2015) reported that individual having intention to engage in pro-environmental activities is willing to pay extra money. In this case, firms should charge a premium for environment activities in recovering additional charges incurred in manufacturing (Manaktola & Jauhari, 2007). Otherwise, Ajzen and Peterson (1988) showed that people are likely willing to pay extra money for activities if some criteria are responded. In addition, the work of Ajzen and Driver (1992) considered WTP as a consequence of individual's visitation intention, as people motivated to choose ecotourism are expected to be willing to pay more for it. Some extant research further supports the finding of a positive relationship between ecotourism intention and willingness to pay a premium (e.g. Lee and Moscardo, 2005). Therefore, this paper also proposes the hypothesis:

H4: Ecotourism intention will positively influence willingness to pay premium for protecting environment at eco-destinations

2.3. The moderating role of social networks

According to Nezakati et al. (2015), social networks refer to the application of Internet which

allows users to access information. There is a great interest in examining the effect of social networks in travelers' decision-making processes. In the area of the social web, individuals use different online channels to express their concerns (somewhat relating to politics, environment, society) (Kim & Tussyadiah, 2013).

Unfortunately, even consumers claim to be concerned about social, environment, and political issues, these stated concerns do not necessarily translate into behavioral shifts in consumer purchasing decisions (Osterhus, 1997). Therefore, it is needed to be a key factor transforming consumers' concerns into their willingness to pay for ecotourism. Sridhar Balasubramanian (2001) argued that transforming social interactions in social networks into benefits for firms requires a comprehensive understanding of the economic and social motivations of the participants. Furthermore, Lim (2017) revealed the impact of social networking sites on customers' willingness to pay for Puerto Princesa tour packages. Ethical-minded consumers feel responsible to society and express their concerns about social justice and environmental protection (Bray et al., 2011). While sustainable tourists, who are people with socio-political and environment concern, spend more money within destinations (Nickerson et al., 2016), they are impacted by online social return for engaging ecotourism (Beall et al., 2020). From this perspective, individual concerns on environment, politics or social value are not enough strong for their willingness to pay without the impact of social networking sites. It can be concluded that the impact of social networking sites will transform individual concerns into their willingness to pay for protecting the natural environment at eco-places and enhance these relationships. Hence, the hypotheses are

H5a: The use of social networks of individuals positively enhances the relationship between environment concern and WTP premium

H5b: The use of social networks of individuals positively enhances the relationship between political concern and WTP premium

H5c: The use of social networks of individuals positively enhances the relationship between social value and WTP premium

2.4. The role of Chatbot e-services

Since consumers mostly find information on data applications, chatbot have a big potential in the tourism industry (Buhalis & Cheng, 2020). Chatbot e-services help tourism providers perform routine administrative and business tasks “such as scheduling appointments, setting reminders, booking tickets, sharing traffic and updating weather” (Simonsen et al., 2020). For example, hotels, restaurants, car rental services, or visitors’ information centers can utilize chatbot for meeting customer satisfaction through chatbot concierge, smart restaurants, self-ordering system. Lasek and Jessa (2013) suggested that online bookings through chatbot increase sales and economic value. Further, chatbots involve in “enriching the visitors’ pre-arrival experience by allowing them to book rooms and other services such as spa, airport transfers as well as dinner reservations” (Ukpabi et al., 2019).

Chatbots have human-like characteristics, especially thanks to their interoperability in natural language, users can assign human characteristics to the chatbot (Mone, 2016). Prior studies stated that virtual agents have a significant impact on customer trust and influence their satisfaction (Etemad-Sajadi, 2016). “Personified virtual agents can create higher expectations that are more difficult to meet because they often require complex technological features” (Nowak & Rauh, 2008). When expectations are not met, customers feel frustrated and tend to decrease their perceptions and evaluations. Chatbot is also considered as virtual agents with human-like cus (Araujo, 2018). Orden-Mejia and Huertas (2021) found the role of chatbot in enhancing the tourist satisfaction while Hasan et al. (2021) predicted the potential of chatbot e-services in tourism services in the context of the Covid-19 pandemic. Moreover, many previous studies confirmed the impact of customer experience on their online purchase intention (Zhang & Ma, 2021; Chi, 2021a). They argued that consumers experienced online will continue to use the Internet for their purchasing. Customer satisfaction which motivates customer purchase intention is measured by their happiness with online experience or by their judgment on online experience compared with traditional stores (Evanschitzky et al., 2004). With the emerging of chatbot e-services, Sands et al.

(2020) found that chatbot increases customer experience and in turn, customer experience enhances their satisfaction and their actual willingness to pay for services. In this vein, it also can be suggested that Chatbot e-services is able to transform the individual intention towards ecotourism to their willingness to pay premium for protecting environment at eco-destinations. Hence, the hypothesis is following

H6: Chatbot e-services strengthen the relationship between ecotourism intention and individual’s WTP premium.

3. Methodology

Measurement scale

This study measures the theoretical constructs in the proposed model which were validated by previous research. Social value was measured by four items from the research of Biswas and Roy (2015). Environment concern is captured using four items adopted from Hultman et al. (2015) Meanwhile, Political concern was employed by five items which is in conformity with the studies of Starr (2009) and Shah et al. (2007). The use of social networks was measured by four items and adapted from Bedard and Tolmie (2018) and Beall et al. (2020). Ecotourism intention was measured by four items from the research of from Hultman et al. (2015). Chatbot e-services were measured by four items which are in conformity with the studies of Trivedi (2019). Finally, Willingness to pay premium was employed by four items and adopted Pagiaslis & Krontalis (2014); Hutman et al. (2015). The measurement on 5-point Likert scale was applied, ranging from 1 (entirely disagree) to 5 (entirely agree) the participants’ perceptions.

Before data collection, there are two rounds of pre-tests performing on the questionnaire. Firstly, the questionnaire was filled out by six experts who are lecturers of three universities in Vietnam and are specializing in technology and information system. After that, the wording of questions in the questionnaires was modified to ensure clarity based on experts’ feedback. Evaluation method to establish content validity that includes reviews of the material and then followed up with evaluations by judges or expert panels (Straub et al., 2004). Second, the questionnaire was also pre-tested with 40 people who are domestic tourists travelling to the national park.

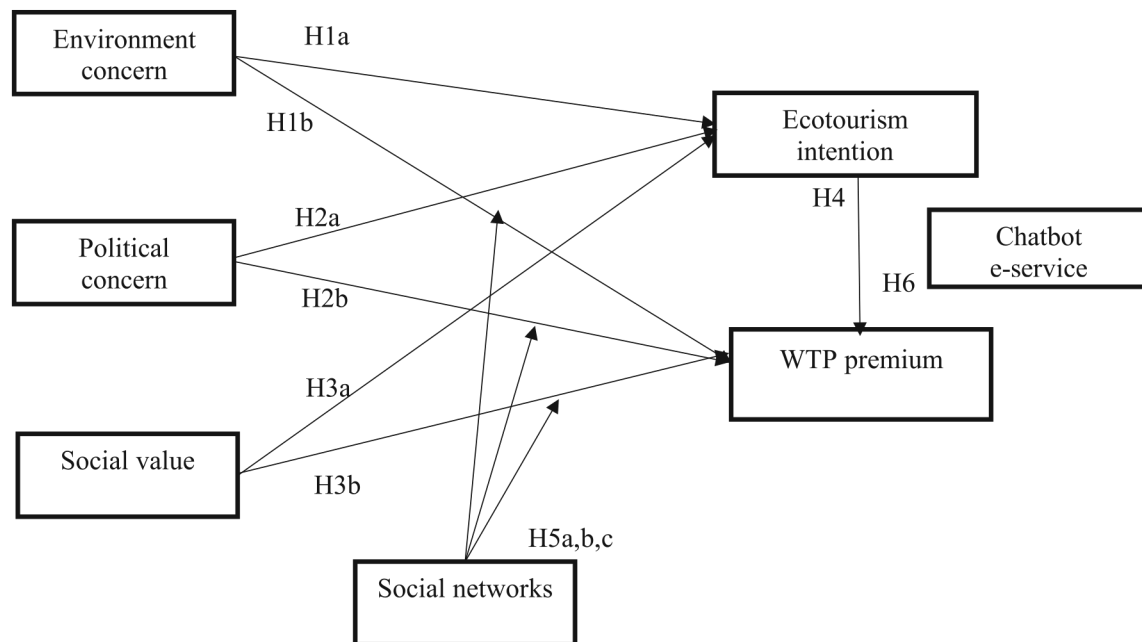


Figure 1. The proposed framework

Cronbach's Alpha is used to evaluate the data from this pilot test. The results show that all items of research constructs are adequately reliable (each construct has Cronbach's Alpha coefficient from 0.75 to 0.90). Therefore, the validity and reliability of the survey questionnaire are ensured. The final version of the questionnaire was translated into Vietnamese by a professional translator and reviewed by a language editor to make sure the accuracy of the translated version.

3.3. Sampling

This research focuses on domestic tourists who had already used chatbot apps and social networks for booking room, and finding information. Specifically, research participants were people visiting ecotourism destinations in Ha Long, Hanoi, and Haiphong cities in Vietnam where there are a lot of hotels and a large number of visitors. Vietnamese tourists were contacted and kindly asked to engage in the survey conducted on February 2019 to May 2019. The sample size was determined at least 400 observations as per the rule of thumb in multivariate analysis literature (e.g Comrey and Lee, 1992).

The data were collected using structured questionnaires that were distributed by five trained

research assistants. The sampling technique used was probability sampling. It was designed that research participants to Vietnamese domestic travellers at the popular ecotourism sites in the North of Vietnam. Tourists were directly and kindly asked whether they used chatbot and social networks, and requested to take part in the survey on a voluntary basis. The questionnaire is self-managed and is immediately collected after completion. In order to obtain at least 400 valid responses, 500 surveys were launched and 446 responses were collected. In which, 11 responses which did not fully answer, were excluded from study. The final result was 435 valid questionnaires with a response rate of 87%. In the research sample, the percentage of male is 39% and female is 61%. The group of people from 31-40 accounts for 26.4%. Of the research sample, people with fulltime employed, with academic qualification of a university, with a monthly income of 1,000-2,000 USD.

3.4. Data analysis

Multivariate data analysis method was used to analyze and test research hypotheses proposal. Confirmatory factor analysis was used to evaluate reliability and validity of each construct in the

Table 1: *Measurement of scales*

Construct	Item	Source
Social value	Purchase of eco-friendly products will help me gain social approval.	Biswas, Roy (2015)
	Purchase of eco-friendly products will make a positive impression on peer groups	
	Consumption of eco-friendly products will improve the way I am perceived.	
	Consumption of eco-friendly product will help me feel socially acceptable.	
Environment concern	When humans interfere with nature, it often produces disastrous consequences	Hultman et al. (2015);
	Humans are severely abusing the environment	
	Plants and animals have as much right as humans to exist.	
	The balance of nature is very delicate and easily upset.	
Political concern	I often try to change others' political views	Starr (2009), Shah et al. (2007)
	I am informed about politics than others	
	I trust in government in protecting environment	
	I trust in government in developing sustainability have moral obligation to protect environment	
	I believe in government regulation in protecting environment	
The use of social networks	I use social networks to find information	Bedard & Tolmie (2018), Beall et al. (2020).
	Social networks post of ecotourism experience make the poster stand out	
	Social networks post of ecotourism experience make me envious of the traveler	
	I seek information from other consumers online	
	I use social networks to spread out information	
Chatbot e-services	I got necessary information from chatbot	Trivedi (2019)
	Chatbot provide responses to queries as I expect	
	Chatbot provide sufficient information about natural environment in ecotourism sites	
Willingness to pay	The information I got from chatbot makes me satisfied	Pagiaslis & Krontalis (2014); Hultman et al. (2015)
	To me, it deserves to visit eco-destinations despite their premium pricing	
	I am willing to pay more for my holiday if I knew the added cost paid for a better environment	
	I am willing to pay more for ecotourism as opposed to 'regular' tourism?	
	I am willing to go on a more expensive holiday in order to reduce pollution	
Ecotourism intention	I intend to visit an ecotourism destination within a foreseeable future	Hultman et al. (2015);
	I will choose ecotourism in my travelling	
	I properly choose ecotourism tour	
	I think the ecotourism is right	

model. Measurement model scale were used to assess the osverall fit with actual data, convergent validity and discriminant validity. The model fit with the actual data when Chi-square/df is smaller than 3, CFI, TLI, IFI all are larger than 0.9 and RMSEA is smaller than 0.08 (Hair et al., 2010; Hooper et al., 2008; Kline, 2011).

4. Results

Factor analysis and reliability

The structural reliability or internal consistency was assessed using the Cronbach alpha calculation. As shown in Table 2, Cronbach alpha was found to range from 0.727-0.926 for all constructs exceeding Nunnally's (1978) criterion of 0.7. Therefore, the scales for all constructs have suitable reliability. The measurement model achieved overall fit ($\chi^2/df = 2.237$, RMSEA = 0.053, CFI = 0.949, GFI=0.908, TLI = 0.941 and IFI =0.950). Convergence validity

and discriminant validity were evaluated by confirmatory factor analysis (Table 3).

Hypotheses testing

As can be seen from Table 4, the baseline model has a good fit ($\chi^2/df = 3.621$; CFI= 0.915; TLI= 0.901; IFI = 0.916; RMSEA= 0.078). The hypothesized relationships are all statically significant and positive. Therefore, our hypothesis H1a, H1b, H2a, H2b, H3a, H3b and H4 are accepted.

Environment, political and social values all positively affect ecotourism intention while political concern has a highest impact (0.372) and environment concern has a lowest effect (0.219). In regarding to willingness to pay premium for protecting the environment at eco-destinations, the impact of environment concern has largest (0.317) while political concern (0.083) has lowest influence.

Table 2: The reliability and convergent validity

Constructs	Range of loadings	Cronbach Alpha	Composite reliability	Average variance extracted
Environment concern	0.625-0.857	0.808	0.788	56%
Political concern	0.635-0.778	0.852	0.854	54%
Social value	0.638-0.880	0.727	0.819	53%
Ecotourism intention	0.777-0.842	0.884	0.884	65%
WTP	0.645-0.818	0.926	0.926	75%
Chatbot e-services	0.661-0.722	0.796	0.786	50%
Social networks	0.660-0.797	0.853	0.858	55%

Note: Average variance extracted (>0.50), Composite reliability >0.50

Table 3: Discriminant validity

Constructs	ENC	POL	SAC	NET	EIN	BOT	WTP
Environment concern	0.748						
Political concern	0.484	0.734					
Social value	0.543	0.453	0.728				
Social networks	0.686	0.493	0.584	0.741			
Ecotourism intention	0.45	0.511	0.444	0.474	0.806		
Chatbot e-services	0.563	0.564	0.668	0.526	0.535	0.707	
WTP	0.643	0.525	0.571	0.696	0.756	0.586	0.866

Note: ENC-Environment concern, POL-Political concern, SAC-Social value, NET- social network, EIN- Ecotourism intention, BOT- Chatbot e-services, WTP-Willingness to pay premium for protecting environment at ecotourism sites

Table 4: Path analysis results of the baseline model

Relationships		Path Coefficient	P	Test result
H1a: Environment concern	→ Ecotourism intention	0.219	***	Supported
H2a: Political concern	→ Ecotourism intention	0.372	***	Supported
H3a: Social value	→ Ecotourism intention	0.240	***	Supported
H4 : Ecotourism intention	→ Willingness to pay premium	0.557	***	Supported
H1b: Environment concern	→ Willingness to pay premium	0.317	***	Supported
H2b: Political concern	→ Willingness to pay premium	0.083	0.05	Supported
H3b: Social value	→ Willingness to pay premium	0.203	***	Supported

Note: ***<0.001, $\chi^2/df = 3.621$; CFI= 0.915; TLI= 0.901; IFI = 0.916; RMSEA= 0.078

In order to assess the total impact of all factors in the model, the direct-indirect-total effect analysis were employed. Table 5 shows that three constructs (environment concern, political concern and social value) have directly linked with ecotourism intention while they have both direct and indirect effect on WTP. The total effect of environment concern on WTP is largest at 0.439 (sum of direct and indirect impact through ecotourism intention). The total effect of social value on WTP is 0.337. The total effect of political concern on WTP is 0.291 which is lowest among the three predictors.

The moderating role of social networks and Chatbot e-services

The analysis of moderating effect of social networks and Chatbot e-service were employed by using process macro in SPSS 21.0. The use of social networks of individual enhances the relationship among environment, political, social values and WTP while Chatbot e-services strengthens the link between intention and WTP. Therefore, H5a, H5b, H5c, and H6 are supported.

As can be seen from Table 6, social networks has the highest moderation on the linkage between polit-

Table 5: Direct, indirect and total effect coefficients

Path	Direct effect	Indirect effect	Total effect
Environment concern → Ecotourism intention	0.219	0.000	0.219
Political concern → Ecotourism intention	0.372	0.000	0.372
Social value → Ecotourism intention	0.240	0.000	0.240
Ecotourism intention → Willingness to pay	0.557	0.000	0.557
Environment concern → Willingness to pay	0.317	0.122	0.439
Political concern → Willingness to pay	0.083	0.207	0.291
Social value → Willingness to pay	0.230	0.133	0.337

Note: $\chi^2/df = 3.621$; CFI= 0.915; TLI= 0.901; IFI = 0.916; RMSEA= 0.078

Table 6: The results of the moderating effect of social networks

Path	β	t	p	LLCI	ULCI	Moderation
H5a: NETxENC → WTP	0.066	2.212	0.02	0.053	0.105	Yes
H5b: NETxPOL → WTP	0.118	3.089	0.00	0.043	0.192	Yes
H5c: NETxSAC → WTP	0.077	2.279	0.02	0.011	0.144	Yes
H6: BOTxINT → WTP	0.204	3.971	0.00	0.028	0.386	Yes

Note: β = standardized regression weight, t= t value, LLCI= Lower limit of confidence interval, ULCI= Upper limit of confidence interval. NETxENC= interaction between the use of social networks and environment concern, NETxPOL= interaction between the use of social networks and political concern, NETxSAC= interaction between the use of social networks and social value, BOTxINT=interaction between chatbot e-services and ecotourism intention

ical concern and WTP for ecotourism (0.118) while the lowest moderating impact is on the linkage between environment concern and WTP (0.066). Moreover, the results also show the critical role of Chatbot e-services in calling people willing to pay a premium for the environment conservation.

5. Discuss

The empirical results indicate that environment concern, political concern and social value significantly lead to visit intention and WTP a premium for environment protection at ecotourism sites. Individual concern about politics is the most influential one, while social value has the least effect on ecotourism intention. People concerning environment may also engage in ecotourism but are less likely than the former. The reason is perhaps because of the existence of other travel products or other green activities more suitable to the need of protecting environment. The results about the relationship between environment concern and visit intention to ecotourism are consistent with the study of ecotourism by Hultman et al. (2015) and Han et al. (2010). This study also discovers the positive impact of political concern on ecotourism intention which is similar to those found in previous research in tourism in general (i.e. Starr, 2009; Brenton, 2013). The linkage between social value and visit intention to ecotourism also is consistent with the research of Blamey and Braithwaite (1997), Nilsson, Foster and Lusk (2006). Nevertheless, the results are not in line with the research on travel intention in general by Li et al. (2010) that find the significant effect of knowledge-seeking motivation on tourism intention. The paper's findings confirm that when it comes to ecotourism, tourists having awareness or beliefs of political, social and environment issues are likely to want to visit eco-destination.

The second critical findings reveal that people concerning environment are more willing to pay a premium than their social value. People with political concern may also be willing to pay a premium but less likely than the former. This result is somewhat different from other studies (i.e. Brenton, 2013) which claim companies should target political active people for attracting their willingness to pay and price premiums. However, this finding is in

accordance with the proposal of Ramdas and Mohamed (2014) which suggests individual concerns socio-political and environmental issues will lead to their responsible action. Similarly, Conrad (2005) showed that social value push consumer willing to pay for ecological products. Vespestad and Gressness (2020) place people with environment concern as a key factor pushing higher WTP for nature tourism. Therefore, the results of this paper confirm that people who consider environment, social and political issues are more willing to pay premium for ecotourism.

This paper also shows the moderating role of social networks and Chatbot e-services in WTP. These results are somewhat similar to other studies like Balasubramanian (2001), Kang and Hur (2012). They confirmed that through social networks individuals having social-political and environment concerns tend to purchase green products.

6. Conclusion

This study contributes several significant contributions to literature. Firstly, understanding individual concerns (namely political, social and environment concerns) are important in leading their positive intention in engaging ecotourism. Otherwise, the findings show how different individual concerns can lead to forming tourists' willingness to pay a premium for ecotourism. Secondly, this study focuses on an aspect of social networks to explore more deeply the role in enhancing individual concerns about socio-political and environment issues and WTP. Especially, when political concern seems to be less impact on WTP, social networks play the highest role in strengthening the relationship between political concern and WTP rather than social-environment concerns and WTP. Thirdly, this research highlights the role of social networks and Chatbot e-services in encouraging people in protecting the natural environment at eco-destinations. As sustainable tourists are not the only ones engaging in ecotourism (Beall et al., 2020), social networking sites should be used for placing the image of eco-destination while Chatbot e-services plays important role in calling people to behave good manner with natural system. In this way, ecotourism providers should focus on the unique images on social networks and unique messages in Chatbot e-

services which lead for attracting customers and making them willing to share with their peers online. The sharing of people's concern about environment or politics online has opportunity to spread the social value about responsible behavior toward environment protection. Finally, the current study recommends that ecotourism providers and marketing managers in emerging countries, especially those in Vietnam, focus more on service quality and information provided by chatbot e-services.

This paper also provides several implications for practices. Firstly, ecotourism providers may increase ecotourism intention by targeting people with socio-political-environment concerns through building their eco-destination image on social networking sites. Using social networks helps firms meet tourist social needs by allowing mobile and network which is "mediated communication, virtual proximity, corporeal travel and virtual motilities" (Mascheroni, 2007, p.527). Furthermore, ecotourism marketers should consider these paper's findings for addressing the type of consumers and their strategies to reduce the negative effects of travelling. Otherwise, tourism providers may launch propaganda campaigns about environment conservation in order to attract individual attention and other messages for calling environment protection on social networking sites (i.e. Facebook, youtube). For example, firms may target political active people or convince politically minded people. Secondly, this paper also gives some important implication for destination marketing and ecotourism operators to attract individuals who may not be interested in their moral concerns about travel sustainability. Thirdly, the findings of this study also provide key insights for the local government who might consider in producing regulations as well as making the plan and appropriate management strategies for sustainable development. Ecotourism providers, marketers and government need to be aware of the range of different individual concerns so that they can better explore each concern to reduce the negative impact of environment, socio-political and economic sides of tourism. Finally, tourism providers should check

Chatbot e-services with their software provider to make sure that chatbot system offers highly reliable and quick information as well as respond to customers. Further, they are required to communicate with their customers about using friendly chatbot service and advertise on social media about hotel chatbot services.

The study has some limitations that associate with a single country context and cross-sectional survey data. Future research should use a country context different from Vietnam to revalidate this paper's findings. A different research design is also suggested, such as using two phases of data collection or experimental research, to examine the relationships proposed in this study. Next, this research is restricted in analyzing the control variables which may make researchers misunderstand the results. Therefore, future research should consider the control variables. ♦

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Summary

Với sự phát triển của công nghệ thông tin và internet, bài viết tập trung nghiên cứu tác động của mạng xã hội và Chatbot đến hành vi của khách du lịch nội địa. Cụ thể, khách hàng sẵn sàng chi trả cho du lịch sinh thái (dịch vụ, sản phẩm) và sẵn sàng bảo vệ môi trường. Kết quả nghiên cứu chỉ ra mối liên hệ đáng kể giữa mối quan tâm về môi trường, mối quan tâm về chính trị và giá trị xã hội với ý định của mọi người đối với du lịch sinh thái và sự sẵn sàng chi trả để bảo vệ môi trường tại các điểm du lịch sinh thái. Vai trò của mạng xã hội cũng được đề xuất là điều chỉnh mối quan hệ giữa các yếu tố và sự sẵn sàng chi trả trong khi Chatbot được coi là yếu tố quan trọng có ảnh hưởng đến hành vi của khách du

lịch nội địa. Nghiên cứu này nhấn mạnh vai trò của mạng xã hội và Chatbot trong việc thu hút khách du lịch đến các địa điểm du lịch sinh thái cũng như kêu gọi họ bảo vệ môi trường và tài nguyên thiên nhiên.

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