

The Attitude of Thai Tourists Towards Green Logistics

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ABSTRACT

Purpose – This paper is aim to proposal conceptual framework for the investigation of the usage of green logistics and green transportation in tourism context.

Design/Methodology/Approach – The paper review literature in the field of green logistics, green transportation, especially in tourism context. It adopted physiological concept as it is believed that knowledge, attitude, and practice could encourage the usage of green logistics and green transportations.

Findings – From the literature review, the paper provides the conceptual framework. It reveals the linkage between green logistics, green transportations and knowledge, attitude and practice.

Original/value – The findings can be used to investigate link between green logistics, green transportations and knowledge, attitude and practice. It could lead to the development of proper policies to encourage the usage of green logistics and green transportations.

Keywords Green Logistics, Green Transportations, Attitude, Tourism.

INTRODUCTION

At present, environmental and green issues is considered as a socially responsible manner (Murphy, 2003). Numerous enterprises are agreed to the ecological repercussions entailed in their operational undertakings, and several factors underpin the decision of these entities to adopt eco-friendly practices, a choice that confers a distinct competitive edge. Moreover, there exists a visible demand from consumers, urging businesses to adopt environmentally sustainable practices (Saroha, 2014). Furthermore, it has been discerned that nurturing the ethos of sustainability through the propagation of environmentally conscious practices not only advances the localized sustainable development but also harmonizes economic, social, and environmental dividends (Li and Chen, 2021).

Logistics are considered as an important function of modern transport systems. The development of logistics industry has enhanced through the growth of national economy. Meanwhile logistics industry also plays an important role in supporting the development of the national economy (Li and Chen, 2021). At the same time, transportation negatively impacts environment. The impact have gained wide recognition and are set as the core of issues of sustainability (Jean Paul Rodrick, 2017). Therefore, it can be said that the logistics industry has promoted overall economic growth, but it has also caused a series of economic and environmental problems (Li and Chen, 2021). While, there are the development of contemporary technologies, it is believed that logistics can be improved in the way that are environmentally friendly with the concept of “green logistics” (Rodrigue et al., 2017).

PURPOSE OF PAPER

This paper is aim to proposal conceptual framework for the investigation of the usage of green logistics and green transportation in tourism context.

TOURISM AND ENVIRONMENT

Tourism is considered as the leisure activities which tourists visit a location. A tourist may spend days in a particular destination. During the stay, the tourist could have a multitude of purposes, including work, education, sightseeing, cultural and culinary exploration, family visits, and the pursuit of various enjoyments (Dharmaratne et al., 2023). Over several decades, tourism has continued to grow and diversify. It can be considered as one of the fastest growing economic sectors in the world (Abduganiev and Makhkamov, 2022). It is an industry that contributes significantly to broad benefits. For example, tourism provides direct

and indirect job possibilities. Tourism can support a nation's handicrafts and fine arts aids in the preservation of nature's beauty and cultural legacy of the country. It can strengthen the process of national integration and global brotherhood (Thommandru et al., 2021).

While tourism can be viewed as a key role that is a driver of socio-economic progress, it is also responsible for environmental deterioration, not only in areas popular with tourists, but also by enhancing climate change globally (Abduganiev & Makhkamov, 2022). The globalization progression has generated various undesirable consequences for the environment and society. This is including the increasing of environmental pollution, climate change and the exhaustion and destruction of resources. The impact of these procedures poses challenges in ensuring citizens' access to a pollution-free environment. It is also impotence that the right solutions are addressed (Perkumiene et al., 2020). Environmental pollution is not a new phenomenon. It is the world's greatest problem facing civilization. (Ukaogo et al., 2020). Environmental pollution is increasing gradually and causing a serious impact on living organisms including humans (Patel et al., 2022). Tourism today can consider as having a problem. It is addicted to progress, which is incompatible with sustainability goals. Although, sustainable tourism is discussed among scholars for several decades, it is believed that tourism authorities continue to promote tourism growth, despite the ecological and social limits of living on a finite planet (Higgins-Desbiolles, 2018).

Tourism can be considered as choices for people to earn income. These people can utilize the natural wealth around them. It is necessary that natural ecosystems are preserved so that they continue to balance. The idea of a green economy is emerged in order to inspire the development of tourism while still preserving the environmental ecosystem (Nugroho et al, 2023). Green economy aims to improve well-being of people. It also focuses on social equity. Green economy decreases environmental threats and ecological shortages (DeLacy & Jiang, 2019). It is believed that the development of tourism must achieves excellence in environmental conditions, accessibility, and infrastructure (Ciacci et al., 2021).

TOURISM AND LOGISTICS

Tourism industry is depending on transport, logistics and global supply chain. All transport modes play an important role of moving the tourists from place to place. Logistics are responsible for supply of goods in order to fulfil the hospitality needs of tourists. Therefore, for the tourism sector to run smoothly, the efficient logistics service is required (Dharmaratne et al., 2023). For tourism logistics, the emphasis is placed on the content, timing and quality of service provided to the client. The logistics also attempt to increase the reliability of order fulfillment as the main goal of logistics. These principles enhance the optimization of decisions. They permit travel companies to strengthen their competitive position in the consumer market (Rakhmatullaeva & Aminova, 2022). The rapid expansion of the tourism sector has led to an increase in supply chain operations that have adverse effects on the environment. In order to reduce negative impacts on environment, companies are must follow a range of environmental regulations. These regulations could be established by regional and international units. This is created to ensure tourism sustainability (Suleiman, 2022). It is suggested that tourism encompasses various activities, it's important to approach its development from diverse perspectives. (Rakhmatullaeva & Aminova, 2022).

GREEN LOGISTICS

The economic expansion that occurred globally in the past century resulted in a significant increase in the consumption of products, and the process of globalization has facilitated the movement of goods across the world. Nevertheless, the production, transportation, storage, and use of these goods have generated significant environmental challenges (Dekker et al., 2011). Green Logistics can be defined as initiatives aimed at assessing and reducing the ecological footprint of logistics operations (Saroha, 2014). This encompasses all processes related to the movement of products, information, and services from their starting point to their destination, including both forward and reverse flows. Green logistics aim to diminish adverse effects by reevaluating procurement, distribution systems, and the handling of reverse logistics to eradicate inefficiencies, avoid unnecessary freight transportation, and minimize waste, including packaging waste. As a result, green logistics is considered a positive initiative for organizations (Realreungrat, 2015).

The instance of green logistics illustrates its connection with environmentally conscious investment choices. The cultivation of a mindset and a willingness to adopt eco-friendly products leads to higher profits for businesses. Enhanced macro-level energy efficiency in enterprises is associated with various eco-friendly factors, such as the selection of environmentally conscious suppliers, sustainable engineering and procurement practices, consumer awareness of green products, efficient product recycling, and innovative green solutions. These factors collectively contribute to the inclination to purchase eco-friendly products and make it easier to embrace and use such products, fostering a positive attitude and intention toward their adoption (Anser et al., 2020).

GREEN TRANSPORTATION

Supply chain is considered as vital part of logistics and transportation is recognized as part of supply chains. Transportation industry is known as fundamental infrastructures. This industry is responsible for the carrier of goods and passengers. It is necessary for economic and industrial growth and development. Most organizations use road transportation because it is the most dependable alternative. Therefore, it can be said that road transportation is popular among organizations. Nevertheless, road transportation creates a big contributor to greenhouse gases and CO₂ emissions in the air, since it is one of the transportation that consumes enormous of petroleum products. It is strongly suggested that this issue should not be neglected and immediate and proper studies. The issue need to be carefully revised and finally lead to the acknowledged of the solutions (Salimifard et al., 2012).

Green Transportation is recognized as a greatly interdisciplinary area. Researchers and scholars of different domain of knowledge, for example, engineers, policy makers, management intellectuals, urban planners, and others, are demanding to decrease CO₂ emissions from the sector (Salimifard et al., 2012). Green transportation main purpose is to be a low-carbon and initiates environmental travelling method. It encourages healthy and leisure lifestyle. The benefit of green transportation is also including the energy conservation as it leads to decrease of energy consumption. It reduces exhaust emission for improvement of air quality and reduce carbon emission for decrease of greenhouse effect. The construction of green transportation system is decent for the exhaustive use of road resources for ease of traffic congestion. Overall, green transportation can generate to the construction of livable cities for improvement of citizen health. In addition, in tourism context, green travelling is an ideal means of transportation for short-distance travelling and transfer, as well as an indispensable part of urban comprehensive transportation. The development of urban green transportation is an essential measure for saving energy, reducing carbon and PM_{2.5} emissions and improving environment (Li, 2016).

TOURISM AND GREEN TRASPORATION

Transportation can be acknowledged as key component of achievement in tourism industry (J. Ko, 2017). While transportation for tourism is a major contributor of environmental pollutants, it provides an opportunity to examine new mechanisms that motivate behavioral responses to this problem. Recently, researcher suggested ways to preserve environment, for example, eco-labels can be identified as a more common method of providing information to consumers about purchasing decisions. Government sector can also utilize market forces to initiate environmental responsibility among organizations (Mastrangelo et al., 2009). Moreover, while green transportation technology is widely widespread and importance of public transportation is also on the rise, this can be promoted as a solution for travelers who are concerned with environment (J. Ko, 2017). It is believed that tourism, as the largest global industry, can act as a main role in reducing the environmental impacts of travel (Mastrangelo et al., 2009).

The example of green transportation in tourism context can be seen as, for example, bicycle tourism. The research on bicycle tourism focuses on the development and promotion of networks and bicycle trails. It is stated that cycle tourism is not entirely a rural tourism phenomenon. Since, the use of the bicycle as part of the city tourism offer is enjoying, there are several categories of bicycle tourists. Bicycle tourism includes for sports, long distance journeys or for taking multiple excursions. These kinds of bicycle tourists mostly visit rural areas. These bicycle tourism is also the category dominating in the literature as the proper bicycle

tourists. There is also another bicycle tourism category which is holiday cyclists, for whom cycling forms part of the holiday experience. The development of urban bicycle tourism can be recognized as an innovative process based on incremental change in local and regional socio-technological mobility systems (Nilsson, 2019).

In North America, Green Coach Certification is a trial certification project and is currently operating for motor-coach companies. The Green Coach Certification initiative provides a distinctive eco-label to motor coach enterprises, signifying their commitment to environmental stewardship. Within the expansive domain of the tourism industry, an assemblage of over one hundred eco-labels already subsists. Nonetheless, the proliferation of such eco-labels is no unequivocal assurance of their efficaciousness or universal embrace by consumers. Previous studies of tourist responses to eco-labels show that there are very low rates of recognition and awareness of the labels. This evidentiary backdrop underscores the imperative not solely to comprehend the profile of consumers engaging with eco-labeled commodities but also to distinguish the hidden demand for eco-labels within specific market contexts (Mastrangelo et al., 2009).

The effective formation of a railway system, aligned with the preferences of its users, creates success within the travel industry. Specific design guidance of public transit in tourism is essential in order to promote public transportation rather than private cars. Diverse endeavors have been undertaken across various nations, aiming to incorporate aesthetic considerations into the evaluation of transportation modalities, albeit with certain limitations. Since a feeling of beauty is idiosyncratic, it was significant to shape integrated definition and qualified issues. Two complementary definitions were suggested. One is sight-seeing mechanism and the other is vehicle exterior design. Wireless tram got the highest score from travelers. It should be noticed that decision maker should consider all factors integrally depends on the situation. It is recommended that there should be further research which determines appropriate types of trains and railway system (Ko et al., 2017).

ATTITUDE

The notion of attitudes is a theoretical concept established by psychologists to help clarify and understand relevant phenomena. According to dispositional models of attitudes, when consistent attitude reports surface over different time periods, it indicates the existence of a "strong" or "well-established" attitude deeply stored in memory (Converse, 1964). The connection between attitudes and behavior is of great importance in many areas of psychology. This has sparked academic interest that transcends disciplinary boundaries, leading to a significant body of research. Most of the current research argues that the relationship between attitudes and behavior follows a straightforward, linear path. Across various themes, measurement methods, and contexts, the congruence between attitudes and behaviors tends to follow a pattern. Initially, the shift from highly negative to moderately negative attitudes is relatively gradual. Then, as attitudes move from negative to neutral, and subsequently from negative to positive, this transition becomes steeper. Finally, the connection weakens again as attitudes transition from moderately positive to highly positive (Bechler & Tormala, 2021).

Attitude strength relates to the level of lasting impact an attitude has, consistently guiding behavior. (Bechler & Tormala, 2021). Therefore, it is believed that attitude can guide future behavior. Past empirical investigations have established a distinct correlation between attitudes and future behaviors, especially when attitudes are facile to recall and exhibit stability across time. When attitudes are more readily accessible, they become stronger indicators of future behavior, especially when individuals have firsthand experiences with the significant subject of their attitudes and regularly clarify their attitudes. (Glasman & Albarracín, 2007). It is recognized that possessing knowledge, holding a certain attitude, and putting it into practice can result in a specific behavior. (Puspitasari et al., 2020).

PUSH AND PULL THEORY

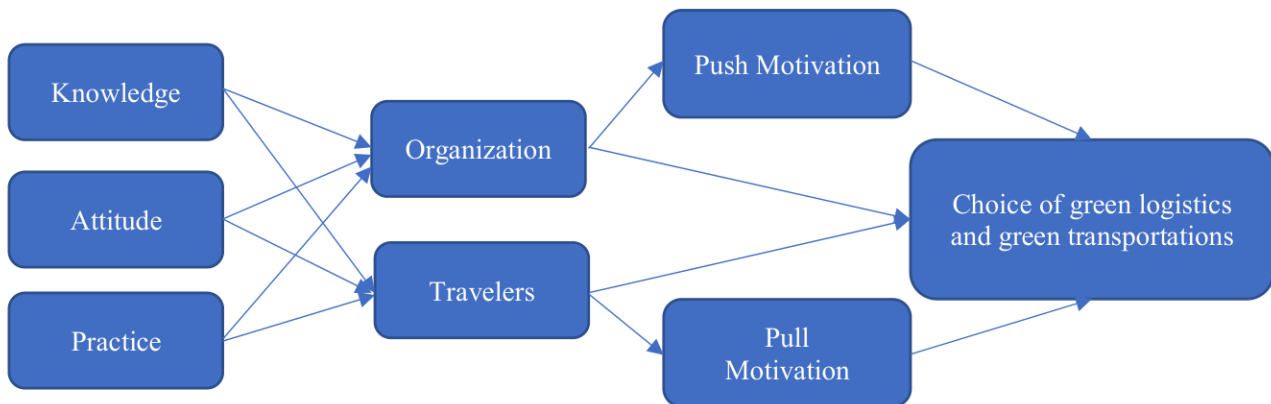
It is believed that there are factors that can explain switching/shifting behavior of human. These factors include push and pull factors. Push factors encourage individuals to leave their current option. Pull factors motivate individuals to embrace the new option. Push factors that thrust individual to shifts to green transportation could be the limitations of commuting by private cars. It is believed that these limitations can generate individual's willingness to shift to green transportation. Pull factors produce the advantages and benefits of shifting to green transportation. For example, green transportation policies and campaign and green transportation system. These policies and campaigns aim to motivate individuals to take green transportation (Wang et al., 2020)

THAILAND CONTEXT

In Thailand, sustainable tourism is promoted through the 7 Greens Concept. They are categorized as "Green Heart, Green Logistics, Green Attraction, Green Community, Green Activity, Green Service and Green Plus". The concept is initiated and launched by Tourism Authority of Thailand. It was identified by Thai tourists that tourism environment in Thailand did not reach their expectation (Nilnoppakun & Ampavat, 2016). Nowadays, it is suggested that travelers can choose eco-friendly ways to travel. It is recommended that tourists can swap taxis and planes for public transport and trains. They may choose tour operator who concerns about environmental issues. For example, visitors should search for companies that run conservation and community initiatives and choose a tour group that doesn't disturb wildlife (Wanderlust Travel Media, 2021).

CONCEPTUAL MODEL

From the review, in order to encourage the usage of green logistic and green transportation, attitude towards green logistics and green transportation need to be investigated.



Picture 1: Conceptual Ideas for Green Logistics and Green Transportation.

CONCLUSION

The objective of this paper is to delve into the intricacies of the notion of green logistics and its interplay with green transportation within the purview of the tourism sector. While the tourism industry offers economic advantages upon nations, encompassing both urban and rural landscapes, it is equally acknowledged that the endeavors associated with tourism can exert adverse ecological impacts. In the pursuit of sustainable tourism, an imperative indicates to integrate environmentally conscientious practices and innovative strategies. The relevance of green logistics emerges as an instrumental facet in addressing the multifaceted challenges embedded within the trajectory of sustainable tourism development. There is a significant joint relationship between tourism and the environment, thus highlighting the pivotal role that green logistics assumes in development the evolution of a sustainable tourism paradigm.

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