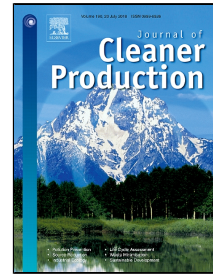


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The theory of planned behavior as a model for understanding tourists' responsible environmental behaviors: The moderating role of environmental interpretations



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1           **The theory of planned behavior as a model for**  
2           **understanding tourists' responsible environmental**  
3           **behaviors: The moderating role of environmental**  
4                           **interpretations**

5  
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11           **ABSTRACT**

12           In tourism activities, tourists' responsible environmental behaviors (REB) are the  
13           result of human's interaction with environment. Most past studies about tourists' REB  
14           paid attention to tourists' individual factors while the influences of situational factors  
15           of sightseeing places on tourists' REB were left out. Environmental interpretations are  
16           the significant component and the main situational factor of tourism environment.  
17           This research uses the theory of planned behavior; takes the Huangshan Mountain  
18           scenic spot in China as the case-study place based on 534 questionnaire survey  
19           samples of tourists; and adopts the method of structural equation model-multiple  
20           group analysis (SEM-MGA) to explore the moderating role of environmental  
21           interpretations in the sightseeing place on the relationship between tourists'

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