

SUSTAINABILITY OF GREEN TOURISM BY INTERNATIONAL TOURISTS AND ITS IMPACT ON GREEN ENVIRONMENTAL ACHIEVEMENT: PETRA HERITAGE, JORDAN

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Abstract : The environmental advantages of green tourism are attracting the attention of a wider range of stakeholders. The behavior of travelers toward green tourism sustainability and its impact on the accomplishment of a green environment has not been well studied empirically, particularly in Petra. In this research, we use an expanded framework of the theory of planned behavior to explore the behavioral features of foreign visitors toward the sustainability of green tourism (TPB). Descriptive analysis of the explanatory survey was the method of choice for the research project at hand. A large number of respondents were tourists. Office administrators are responsible for the formulation of a company's corporate strategy. 400 tourists took part in our survey for this research. According to our results, travelers' views toward green tourism were highly influenced by their opinions of the sustainability of green tourism and their environmental concerns. In addition, our findings show that visitors' intentions to engage in the sustainability of green tourism are negatively influenced by subjective norms, whereas tourists' attitudes are positively influenced by these norms. Both environmental concerns and the desire of visitors to engage in green tourism have a substantial influence on ecologically responsible tourism behavior, according to our findings.

Key words: sustainability, environmental concern, Green tourism, Theory of Planned Behavior (TPB), Petra, Jordan

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INTRODUCTION

The tourism sector is a rapidly growing business which will become the world's largest source of greenhouse gas emissions (GHG). Its development can also be visualized as a dual-edged weapon, since tourism is, on the one side, an important source of economic growth and an enriching cultural base for communities and entails high energy absorption, massive contribution to waste production, CO₂ emissions and numerous functions and activities. The notion of green tourism has morphed into many separate concepts in recent years. The key aim of this one is to keep environment protection while enjoying the fun. Green tourism is used interchangeably with such terms as sustainable tourism, nature tourism, and rural tourism (Botha and Engelbrecht, 2016; Giddy et al., 2022). Green tourism is widely characterized as tourism that operates in an environmentally sustainable manner (Megeirhi et al., 2020).

This approach is encouraged by not just environmental considerations, but also economic resources. A broad range of visitor events can also be understood as green tourism.(Jafari et al., 2000; Jamhawi et al., 2021). Petra: a Nabatean rock town, is one of the New Seven Wonders of the World, enchanting travelers from all over the world. Petra, where ancient Eastern customs meet Hellenistic architecture, is one of three UNESCO World Heritage Sites in Jordan. It is one of the most renowned archeological sites in the world, half-built, half-carved into the granite and surrounded by mountain-lined tunnels and gorges (Lajçi et al., 2022; Mohammad et al., 2017). Petra was listed on the UNESCO World Heritage List in 1985 because of the extraordinary rock structure and excellent water distribution and storage systems, which are testaments to the undemanding Nabataean civilisation. The project "Mainstreaming Biodiversity Conservation in Tourism Development in Jordan," launched in 2014 by UN-Habitat and the United Nations Development Program, aims to increase regional awareness and planning capacity; improve participation in and strengthen community relations at the level of nature reserves; and find ways to integrate ecotourism and biodiversity with the tourism sector in general. Petra is one of three areas chosen for the effort, which involves the development of a Biodiversity Database (BIMS).

Jordan's total economic growth decreased until 2020, representing just a portion of the COVID-19 pandemic's effect. Meanwhile, labor market data for the second quarter of 2020 revealed the COVID-19 crisis's major disruptions. The unemployment rate has grown to 23% in 2020, up from 19.3% in 2021. Concurrently subdued tourism and commerce (affected by the global downturn) have prompted the IMF to alter Jordan's GDP growth prediction for 2020 from 2.4 percent to 3.7 percent. According to the Jordan Department of Statistics, economic growth in 2020 was down by 2.2 percent

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compared to the same time in 2019, with hotels and restaurants among the most impacted sectors, down 9.1 percent. Preserving Petra should be the primary concern of all visitors. The erosive quality of sandstone ensures that Petra is continuously under pressure from the elements (Jawabreh et al., 2021). The relentless strain of footfall accelerates the mechanism of natural erosion. Jordan sits at the crossroads of the continents of Asia, Africa and Europe. The desert kingdom tells mesmerizing stories of a legendary rose city chiseled out of rock canyons (Petra) and Crusader castles. The Dead Sea is more than eight times saltier than any ocean, and its shores are the lowest dry land found on earth.

Jordan's tourism industry has been rising steadily in recent years and has become a significant sector of jobs and revenue for the region. Jordan's World Heritage Sites, including Petra and Wadi Rum, helped render Jordan a famous holiday spot that is enjoyed by visitors from around the world. The launch of low-cost airlines led towards this rise in customer spending. Thanks to this latest idea, a variety of tourism firms rely mainly on the needs of visitors and its achievement. In addition, it has a huge influence on tourism as Jordan is renowned for its stunning tourist attractions. Many hoped that 2021 will be another fantastic year for the Jordanian tourism industry. The global COVID-19 pandemic and subsequent foreign and local travel bans had an immediate and serious impact on the tourism industry of Jordan. In March 2019, Jordan declared that, as a result of the widespread dissemination of the respiratory virus around the nation, its boundaries and airports will be sealed. Since the lifting of the curfew in Westgate, police instituted a curfew for three months among other steps. Due to the significant contribution of tourism to economic development, research on tourism sustainability has been increasing over several years, especially in small countries with steady, recent growth. Small destinations also have natural environments and foster environmental consciousness through a broad range of hotels and modified, ecological hospitality activities that boost their green profile (Hejazeen, 2007; Pucako and Ratz, 2000). Environmental development was thus important in order to mitigate the deterioration of the environment of visitors attributable to the natural attraction (Gutierrez et al., 2021). Structured tourism practices are also important, and there is a strong interest in calling for the evaluation of tourism sustainability to advance. This field is gradually dedicated to numerous sectors after the UN announcement of the International Year of Sustainable Tourism in 2017. Sustainable tourism as the tourism that has the current and future economic, environmental and social effect on industrial needs has been described by the United Nations World Tourism Organization (UNWTO), visitors, host and environmental communities. "Green" and "sustainable" tourism thus promotes minimum adverse environmental impacts and change.

Encouraging the region's cultural advantages for local people (Jawabreh, 2021). In addition to mitigating the influence of climate change, it aims to respond to the urgent call to global environmental crisis, as well as to minimize the effects of many environmental problems including Pollution, greenhouse gas emission and CO₂, which are critical in this sense for debate, understanding that green tourism aims to reduce unfavorable local impacts. Climate and its global scope applicability. Primarily, the encouraged green tourism industry stresses recycling programmers, and gives promotional encouragement to display the green picture of the destination that impacts the pro-environmental actions of visitors. This describes the pragmatic perspective of tourism by citizens who have a deep dedication to the destination and a strategic affinity towards environmental greening and enhancement of the lives of people as the bulk of the visitor and hospitality industries determine that their practices and management be backed up by steps that are environmentally-friendly (Al Dein, 2021).

The majority of tourists come on scheduled tours, with individual and family visitors accounting for 20%. As a consequence, tourists are concentrated in the Siq and Khazneh, and decrease as one gets closer to the site/center. Organized excursions are less likely to visit the isolated areas, such as the altar mountain and the monastery, which are accessible via difficult routes (Kusumawati et al., 2022; Morgan et al., 2021). Peak-hour traffic congestion, particularly with a rising number of tourists, has concerns for the site's carrying capacity. Numerous studies on capacity have been undertaken, with various estimates of 400-600 people per hour, 2,000 to 3,500 guests per day, and 60,000 to 90,000 visits per month. All of these boundaries were breached during periods of heavy visitor traffic. It is predicted that with the inauguration of the new back road, tourist flow patterns from the Turkmen Valley would be better organized, and traffic congestion in the Siq will be decreased (Jawabreh, 2017). The carrying capacity of the site must still be evaluated in order to maintain its cultural and ecological qualities, including acceptable degrees of change. For many years, Europeans were the main segment of tourists, but this is changing due to an increase in visits from the Gulf nations and the Far East.

Arrivals on organized tours account for over 80% of visitors, and although group tourists are older and wealthier, individual visitors spend more time at the monument and in the surrounding region. Arrivals aboard cruise ships in the port of Aqaba represent a growing market. These expatriates often create traffic congestion during peak hours and contribute nothing to the local economy due to their brief stay in Petra, (Alazaizeh et al., 2019). Green tourism is now concerned with tourist goods that strive to prevent or minimize harmful environmental consequences. According to the World Tourism Organization, tourism is unique in that it includes. Given that environmental economics considers sustainable deterioration to be a market failure, green tourism might help to encourage sustainable development and set an example for other businesses. An open mindset might be fostered to allow for the development of new methods and creative techniques.

Ecotourism is one of the most rapidly expanding types of tourism. Natural components such as national and municipal parks, woods, streams, and others continue to be popular tourist attractions. As tourism to natural regions, especially ecotourism, grows, so does the need for travel specialists to serve these visitors. Eco-visitors are tourists that seek nature-based learning experiences while also acting in an ecologically and socioculturally sustainable way. Many places attempt to integrate eco-activities in their tourist offerings in order to boost their desirability. In other words, travelers may be unable to participate in green tourism since they must deal with public transportation, suffer more difficulty, and spend higher travel expenditures. Waterwheel's home districts of Haenertsburg and Tzaneen provide a variety of events that make extra activities at Waterwheel unnecessary and encourage participation in community activities. This reduces the impact on the environment.

LITERATURE REVIEW

Tourism sustainability has grown dramatically in the modern times for a variety of factors. In last year's, the theoretical development, but minimal experience has been seen in the range of studies on sustainable tourism (Alazaizeh et al., 2016). Tourism sustainability conceptualizes the facets of tourism by preserving the atmosphere against several environmental issues such as mitigating air, water and soil emissions as well as reducing travelers and practitioners' waste. It emphasizes protecting landscape, ecosystems, wind plants and animals' environmentally sustainable characteristics. Secondly, social development relates to the standard of life of the urban community and describes the protection of the quality, past, culture and diversity of destination areas (Astina et al., 2021; Cobbinah et al., 2013; Kebete, 2021; Marlina et al., 2021). The economic foundation leads to local economic growth through comparative advantages and enhanced sales through local and global animation of more sustainable and affordable destinations. Submitted that adopting effective waste management strategies such as recycling and composting could reduce the emission of greenhouse gases. Previous research on the use of green hotels have shown a clear positive correlation between green confidence and green practices, which entail efficient communication of sustainability (Jahmani et al., 2020; Kauppila et al., 2009; Lórinicz et al., 2022; Myers et al., 2011).

Sustainability and the measurement of environmental performance have become standard within most major tourism companies. It is believed that there are strong connections between creativity and entrepreneurship. Entrepreneurs are more likely to be embarked onto green creativity, while well-established companies are more akin to innovate thinking. Today's utilities' suppliers are venturing into digital transaction, with smart moves to improve efficiency and expand their customer base. The smart metres and smart grid merely are an example. These innovations constitute the foundation of the digital utility, supplying the massive volumes of data that are its lifeblood. Tourist now prefer to buy energy efficient goods to better manage their energy consumption. There are numerous articles on agricultural activities and environmentally responsible use by consumers. While the results are encouraging to help the prediction, few researchers attempted to identify aspects that affected international tourists' behaviors. There are only several surveys that actually consider green visitors. Small islands have the value to protect vulnerable and threatened animals. Tourism and climate of Hawaiian Islands will be significantly influenced by climate change, so it is critical for tourists to be involved in environmental protection steps. To meet the missed gaps in hospitality marketing literature, we proposed two variables leveraging an enlarged environmental interest" and green tourism understanding. Our study finds that there are vast quantities of people living on the Petra. In our study, we are concerned with facets of green growth. This research is relevant to a range of approaches that can be employed in solving environmental problems and economic progress. These are used by environmental experts to attract tourists whose motivations for pursuing an environmentally friendly way of life are genuine and comparable. Our review demonstrates significant importance and powerful administrative implication. The key aim of green tourism is exchanging knowledge and encouraging protection of the ecosystem. What is most important regarding green tourism is that it minimizes the environmental damage generated by traditional tourism and strengthens the cultural identification of citizens. Apart from assessing the climate, green tourism is also a part of developing sustainable sustainability. Green tourism has helped foster environmental protection, history, and societies which are visited on tourist sites. A green tourism is eco tourism because it protects money as earth's resources (Azam and Sarker, 2011). Green tourism is a type of eco-tourism growth. According to Veronika Fandeli, author of Ecotourism, ecotourism initiated by organization of The Ecotourism Society in 1990, is a mode of travel to natural areas that is done with the intention of conserving the ecosystem and preserves the well-being of local people.

Theory of Planned Behavior (TPB)

The theory of planned behavior (Ajzen, 1991) posits that a person's behavioral intentions usually predict their behavior. Ajzen suggests three key predictors of these intentions. One's attitudes toward a behavior reflect their positive or negative evaluation of the activity itself. Attitudes to actions reflect their favorable or negative view of the action itself. Subjective standards relate to the existence of external coercion to partake in or withdraw from actions. Perceived behavioral management is a belief that one has the means and the ability to participate in the appropriate behavior. Put momentarily, if people have a favorable outlook towards behavior, if they are motivated by the subjective standards of a society, and if the conduct is under the influence of the participant, a person is far more likely to be able to participate in behavior than if one or more of these variables are absent (David and Rundle-Thiele, 2018; Sommestad et al., 2015; Yuzhanin and Fisher, 2016). It also proposes the likelihood of external variables that could predict the development of purpose, like one's past behaviour. TPB, as established by Ajzen (1991), has long been employed by academics to explain human behavior in a variety of areas, including education, online shopping, health, and green consumerism (Ulker-Demirel and Ciftci, 2020). Individual conduct is impacted by attitudes, subjective norms, and perceived self-control, according to his thesis.

According to some experts, TPB is a fundamental theoretical framework that may be used to explain individual behavior in a pandemic situation, such as the desire to avoid immunizations. Although does not consider certain factors to be part of the original model, in fact, several studies have used previous behavior in theoretical experiments, which have shown to increase the researcher's capacity to predict behavioral intentions (Agarwal, 2014; Rahmafritria et al., 2021). To the best of the authors' knowledge, no such study has expanded the TPB by include the components of knowledge uncertainty, infection risk perceptions, and societal concern. TPB has very certainly never been used to explain the link between pandemic uncertainty, reasons pushing individuals to adhere to the physical distancing guideline, and the influence of widespread illness on people's willingness to travel. This creates a gap, which prompted the expansion of the TPB framework to analyze the aforementioned effects and components using variables linked to uncertainty and risks. Following (Wen et al., 2020). Foreign visitors are searching for international tourism destinations where the natural and the natural amenities are appealing. Cultural tools occur, accompanied by a broad range of facets and important heritage. As a consequence, Petra

provides the experience desired by foreign visitors (Jawabreh et al., 2022). As a consequence, environmentally friendly tourism actions seemed to explore the assumptions of foreign visitors regarding the viability of green tourism and to improve their enjoyment without damaging Petra's environmental sensitivities. Therefore, we used the principle of expected actions to make more predictions (Alshawagfih et al., 2015; Apostolakis and Jaffry, 2005; Byrd, 2007). Environmentally conscious actions by foreign visitors. The principle of expected actions is an extensible theorem of psychology that has been proposed. It is a study instrument that forecasts the behavioral intentions of individuals and their real activities. This hypothesis is one of the main studied hypotheses that understand human actions. It involves logical predictors and assigns self-interest.

Motives and even pro-social motives. Several researchers have found out the need to contribute to this. The pro-social factors. A paradigm that has been popular and generally pragmatic in a variety of ways, Studies to describe different facets of environmental behaviour, such as sustainable health care. Eco accommodation, tourism research, house rentals, agricultural development, litter collecting in protected areas, urban cycle sharing for holiday riding, sustainable agriculture, sustainable schooling, sustainable heritage tourism, sustainable use, energy saving, water management, e-waste recycling and sustainable transport, the expanded model has been found to be better. Findings in a study in India indicated that the expanded model was more suitable to forecast the intention of the customers of electric vehicles to follow it.

This theory suggests that conduct derives from an individual desire that is defined as a cognitive representation of a person's motivation to attempt or execute behavior, which in turn depends on three global latent predictors: subjective standards, behaviors, and perceived behavioral influence (Nguyen, 2020; Nguyen, 2022; Park and Blenkinsopp, 2009).

Attitude

Attitude is psychological propensity to an individual that a person has had direct or indirect learning experience. Psychological measurement has been a big topic of psychology for over 80 years and since then theories and methods have grown (Gursoy et al., 2010). Conceptually, there are two forms of attitudes: particular attitudes and general attitudes. Whereas a personal attitude is a comparatively good indicator of a single action concerning a particular topic of attitude, a general attitude is useful in understanding the general propensity to indulge in relevant actions involving an object of attitude type. Attitude is characterized as favorable or unfavorable emotions associated with a specific behavioral activity. In addition, the attitude is indicated as a favorable or negative appraisal of the results of that action. Previous experiments have shown that there are two forms of attitudes: a particular form and a general type (Harrill, 2004). While the general form of attitude describes the attitude towards environmental issues, the particular type of attitude, on the other side, shows the attitude towards a specific green commodity.

Environmental Concern

Environmental issues, one is customer concern for the environment while the other is legislative concern for the environment. For example, a survey conducted by Nielsen in 2015 found that 51% of customers were willing to pay more for green goods (Joseph et al., 2021; Hafezi and Zolfagharinia, 2018). In fact, sustainable customers are not only worried with green commodity change (e.g. enhancing energy efficiency), they are still able to pay higher premiums for low-carbon changes in output (Meyers et al., 2010; Deltas et al., 2013; Khan et al., 2022). It is evident that the existence of environmentally concerned customers focused on carbon pollution from their consumption of goods impacts the launch of products and the viability of companies. Moreover, policymakers who implicitly set the standard of environmental interest advise companies to incorporate improved goods aggressively to optimize social welfare. Indeed, there appears to be a lack of awareness of how the environmental interests of customers and regulators influence the launch of goods. In addition, governmental action is more universal than customer environmental issues when it comes to shaping carbon emissions. In comparison, customers have large variations in carbon pollution between the processing of goods and the consumption of products. Moreover, the environmental issues of customers are relatively more difficult to measure specifically. In light of this debate, persuading and educating customers to be more environmentally concerned might not be the subject of discussion. From a theoretical point of view, few researches have investigated the fundamental relationship between product launch, carbon pollution legislation and product carbon emission characteristics. Green tourism is currently dealing with tourism products that seek to avoid or minimise environmentally negative impacts. World Tourism Organization, points out that tourism is unique in that it comprises. Given that sustainable degradation is considered a market failure by environmental economics, green tourism could contribute to boost sustainable development and set an example for other industries. An open mind-set could be developed to give an opportunity for new strategies and innovative practices (Eylla et al., 2021; Huda et al., 2020). Ecotourism is one of the fastest growing type of tourism. Demand for destinations that include natural elements such as national parks and local parks, forests, waterways and others continues to increase. As visitation to natural areas increases, including ecotourism visitation, so does the demand for travel professionals to accommodate these tourists. Eco-tourists could be defined as tourists seeking nature-based learning experiences and behaving in an environmentally and socio-culturally sustainable manner. Many destinations try to include some kind of eco-activities in their tourism offer in order to increase the attractiveness. In other terms, visitors can be unable to engage in green tourism because they have to contend with public transit, experience more hassle and incur more costly travel costs (Pintassilgom, 2016). This minimizes the effect on the climate. As Waterwheel aims to be an eco-tourism destination, some sort of operation is needed to add to the experience of the guests; green tourism is, after all, well-educated and expects information-rich experiences (Al Fahmawee and Jawabre, 2022; Jurdana, 2009).

MATERIAL AND METHODS

The study approach used was a descriptive analysis of the explanatory survey that was conducted. Travelers were among those who answered the survey questions. Administrators of corporate development who work in various offices.

Our poll for this study had 400 participants, which was considered a good turnout. Because this constraint was anticipated, data for this study was acquired through the use of a questionnaire. Our investigation yielded evidence of citizens in the Jordanian city of Petra. To achieve this, we conducted a study to investigate the market behavioral elements of green growth in the tourism industry. The data was analyzed with the help of the SPSS and aMOS programs, because the unit of analysis is the individual who answers the questions and provides the answers. The validity of the data, as well as the quality of the data and their fit to the employed path model, were determined using statistical measures, and then the hypotheses linked to the direct effect were assessed using Maximum Likelihood Estimates, with a significance level of 0.05. This study is also necessary in order to be actively incorporated into green marketing initiatives for environmental benefits, community development, and long-term business sustainability. A professional will employ these tactics in order to target visitors whose identification is authentic and comparable to the level of protection provided by the environment. As previously noted our study contribution is not only valid in the literature, but it also demonstrates management repercussions and provides hope for future outcomes for practitioners in a variety of fields.

Petra, the capital of the Arab Nabateans, is one of the world's most recognized ancient sites and Jordan's most prominent tourist destination. Tourists from all over the globe come here in large numbers. It is 262 kilometers south of Amman. It is a mash-up of historical structures from numerous civilizations, as well as a full city carved out of pink rock. The study of Nabataean monumental architecture deals with two categories of monuments: a homogenous group of rock-cut tombs, geographically linked to Petra and Hegra (Medain Saleh) and a number of buildings, mainly religious, distributed over a large territory (Tholbecq, 2007). Petra is a one-of-a-kind example of the oldest Arab civilization (the Nabataean civilization), as the Nabataean Arabs carved it from the rock more than 2000 years ago, and it is one of the New Seven Wonders of the World, as well as a witness to one of the most rich and creative ancient Arab civilizations. Johann Ludwig Burckhardt led an expedition for the British Royal Geographical Society to the Levant, Egypt, and Arabia. As a result of the delay in revealing Petra to the world, many academics and orientalists refer to it as the "lost city," and the English poet Bergen characterized it as the marvelous eastern metropolis.

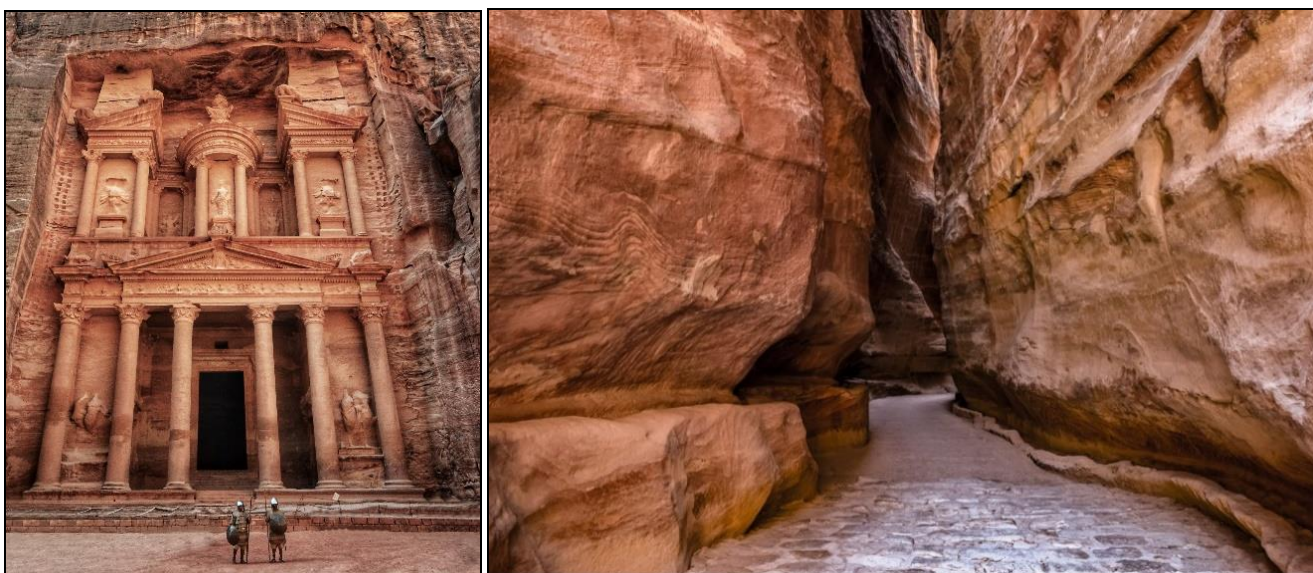


Figure 1. (left) Petra's most famous structure is Al Khazneh (Arabic for Treasury, a temple with an ornate, Greek-style facade (Right) The siq, the narrow slot-canyon (by authors, 2021)

The Nabataean kingdom developed, and its frontiers expanded south to the Arabian Peninsula's northwest, where the city of Mada'in Saleh is situated. The Nabataeans expanded their authority to include the Red Sea coast, the eastern Sinai Peninsula, and the Hauran Plain region of Syria, all the way up to Damascus. The Nabataean monarchy and its capital, Petra, were bordered by several kingdoms. And civilizations, including the Pharaonic civilization in the west, the Palmyra civilization in the north, and the Mesopotamian civilization in the east, so the Nabataean Kingdom was in the middle of the ancient world's civilizations, and constituted a focal point of convergence and continuity of various global civilizations. The Nabataeans were famed for their water engineering and water collecting skills, and they had owned the notion from ancient times. Irrigation systems, rainfall collecting, and springs were all established by the Nabataeans. They perfected the building of dams and reservoirs carved into the rock (Figure 2). They also constructed canals across great distances, as well as agricultural terraces on hills to use the land for cultivation. Visitors should prioritize the preservation of Petra, a site that has been a source of pride for more than two centuries, and by following a few basic principles, you will be assisting in the preservation of the site for future generations. The erosive nature of sandstone ensures that Petra is constantly under attack from the elements – and that's even before the 600,000 people who come each year arrive in Petra. In addition, the wind and rain worsen the location's vulnerability, while the constant pressure of footfall accelerates the natural erosion process. By the beginning of December 2019, the number of visitors to Petra had topped 1.42 million, it has a total of 34 recognized hotels and 12 unclassified hotels, totaling 2,346 rooms and 3,930 seating capacity. Petra is one of the cities with the highest concentration of tourism-related workers in Jordan with (1,572 employees) , as shown in Table 1.



Figure 2. Map of the city center of Petra, Jordan (with modification of the authors, Kanellopoulos and Akasheh, 2001)

Table 1. Tourist Accommodation Indicators in Petra (OMTA, 2022)

Petra	No.of Hotel	SUITE	Room	Bed	Jordanian		Non Jordanian		Total
					M	F	M	F	
Five Stars	6	65	816	998	422	5	10	0	437
Four Stars	4	7	416	760	88	2	2	0	92
Three Stars	11	32	595	1,205	149	5	17	0	171
One Stars	9	13	209	411	33	4	6	0	43
camping	4	2	125	195	7	0	1	0	8
TOTAL	34	119	2,161	3,569	699	16	36	0	751
Unclassified Hotels	12	5	185	361	27	3	5	0	35
Total Petra	46	124	2,346	3,930	726	19	41	0	786

Table 2. Descriptive statistics: Mean and standard deviation

Constructs	Mean	Standard Deviation
The view of green tourism	3.01	1.25
Environmental issues	3.07	1.02
Attitudes towards Green tourism	3.16	1.34
Actions of environmentally friendly tourists	4.17	0.96
Intention of Participation in Green Tourism	3.43	1.02

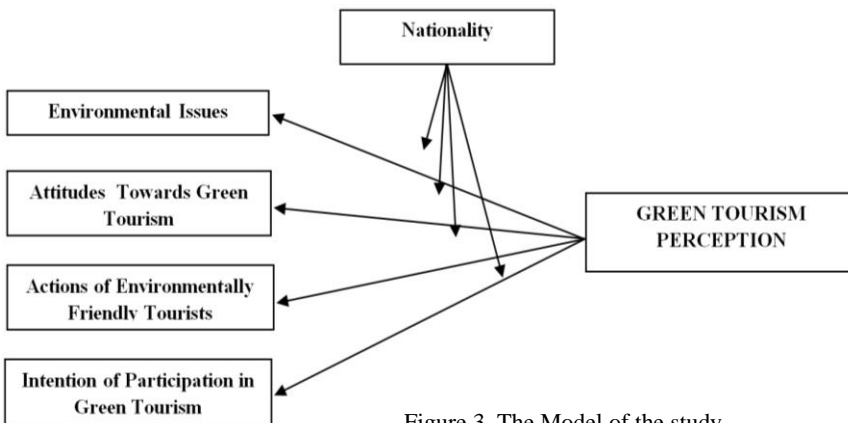


Figure 3. The Model of the study

Hypothesis

H1: There is a positive correlation between environmental concerns and tourist perceptions of green tourism.

H2: There is an upward trend in eco-tourist attitudes and views of green tourism.

H3: There is a positive correlation between eco-tourist conduct and visitor perceptions of green tourism.

H4: Tourists' attitudes about green tourism are positively influenced by their desire to engage in it.

H5: The relationship between environmental issues and perceptiongreen tourismis moderated positively by nationality.

H6: The relationship between Attitudes Towards Green Tourism and perceptiongreen tourismis moderated positively by nationality

H7: The relationship between Actions of Environmentally Friendly Tourists and perceptiongreen tourismis moderated positively by nationality

H8: The relationship between Intention of Participation in Green Tourism and perceptiongreen tourismis moderated positively by nationality.

Descriptive Analysis

Employing a five-point Likert scale that ranged from 1 (very weak agree) to 5 (very strongly agree), we found that the mean and standard deviation scores of all the variables we used to measure international tourists in this study varied from 3.01 to 4.17 (and 0.96 to 1.34), as shown in Table 2. In general, we found that all variables being used in our study obtained meanscores higher than The mean of the questionnaire which equal (3.00).

Convergent Validity and Discriminant Validity

We exhibited the factor loading, and composite reliability (CR); we also presented the Cronbach’s alpha for each construct, as seen in Table 3. In addition, Table 4 shows the measurement of model discriminant validity, which can be used to test for the reliability and convergent discriminant validities. We followed the suggestions of Hair et al., 2013. To set the conditions that all loadings must be higher than 0.40; and these requirements were satisfied for all constructs, as shown in Table 3. Further results, as displayed in Table 4, showed that the value of the discriminant validity was satisfied for each construct. Table 3 and Figure 4 shows the factor loading and composite reliability (CR), as well as the Cronbach's alpha for each construct. Table 4 also provides the model discriminant validity measurement, which may be used to assess for dependability and convergent discriminant validity. We specified the criterion that all loadings must be more than 0.40, as suggested by Hair et al. 2013 and these requirements were met for all constructions, as shown in Table 3.

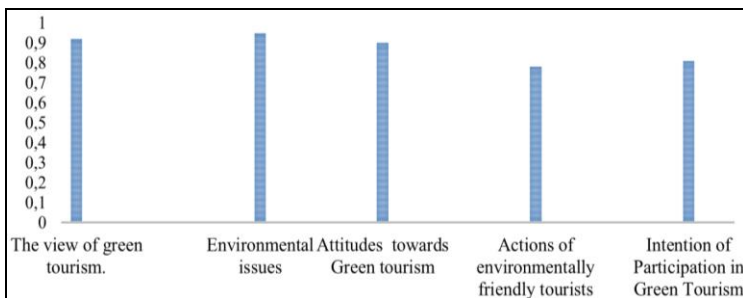


Figure 4. The Composite Reliability (CR) of the study

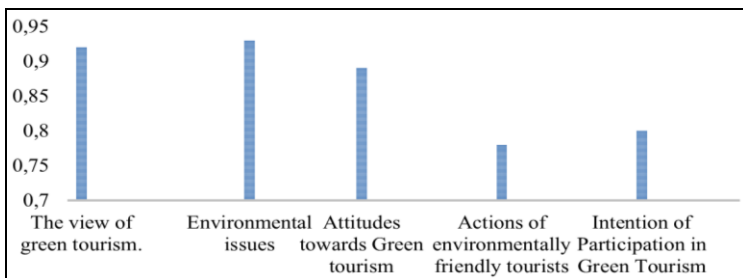


Figure 5. The Cronbach’s Alpha of the study

Table 4. Model Testing, Path Coefficient, and Level of Significance

Construct	1	2	3	4	5
The view of green tourism.	0.68				
Environmental issues	0.41	0.78			
Attitudes towards Green tourism	0.05	0.02	0.64		
Actions of environmentally friendly tourists	0.004	0.13	0.11	0.42	
Intention of Participation in Green Tourism	0.50	0.39	0.23	0.16	0.52

Table 3. Convergent validity and discriminant validity

Construct	Factor Loading	Composite Reliability (CR)	Cronbach’s Alpha
The view of green tourism	0.50	0.92	0.92
	0.83		
	0.91		
	0.90		
	0.89		
Environmental issues	0.85	0.95	0.93
	0.93		
	0.91		
	0.92		
Attitudes towards Green tourism	0.77	0.90	0.89
	0.80		
	0.73		
	0.86		
	0.83		
Actions of environmentally friendly tourists	0.77	0.78	0.78
	0.59		
	0.73		
	0.77		
	0.58		
Intention of Participation in Green Tourism	0.56	0.81	0.80
	0.74		
	0.69		
	0.71		
	0.75		

Table 5. Model fit statistics

χ^2 / df	IFI	TLI	CFI	GFI	RMSEA	SRMR
2.78	0.94	0.93	0.94	0.90	0.061	0.057

Further findings, as shown in Table 4, revealed that the value of discriminant validity was met for each construct. According to Henseler et al, 2016 the measurement model, structural model, and model fit estimates—goodness of fit index (GFI), normed fit index (NFI), comparative fit index (CFI), Tucker–Lewis Index (TLI), and rootmean square error of approximation (RMSEA)—must be well above the recommended values by Henseler et al, 2016 and in this study, the CFA presented an acceptable model fit ($X^2 = 688.10$, and $df = 242$, X^2/d). Following model testing, the initial coefficients and p-values of the structural model were computed in the second stage. This was done to determine if any particular conceptual framework suited the model. As a consequence, for variance-based structural equation modeling and model fit assessment, this work employed structural equation modeling using Jeffreys' Amazing Statistics Program (JASP 10.0.2.0). As demonstrated in Table 5, one of the variables was the link between environmental concerns and perception green tourism (= 0.536, p 0.01), Attitudes Towards Green Tourism (= 0.211, p 0.01), Environmentally Friendly Tourists' Actions and perception green tourism (= 0.292, p 0.01), Intention to Participate in Green Tourism (= 0.155, p 0.016) were all positive and significant pathways. As a consequence, all routes except H1, H2, H3, and H4 were supported. The measurement model, structural model, and model fit - goodness of fit index (GFI), normed fit index (NFI), comparative fit index (CFI), Tucker–Lewis Index (TLI), (Henseler et al., 2016) and rootmean square error of approximation (RMSEA) - estimates must be well above the recommended values by Henseler et al, 2016, and in this study the CFA presented an acceptable model fit ($X^2 = 688.10$, and $df = 242$, $X^2 / ($ Table 5). The initial coefficients (β) and p-values of the structural model were estimated

as the second step after model testing. This was done to see if any particular conceptual framework fit the model. As a result, this study used structural equation modeling with Jeffreys' Amazing Statistics Program (JASP 10.0.2.0) for variance-based structural equation modeling and model fit testing. The association between environmental issues was one of the determinants, as shown in Table 5. And perception green tourism ($= 0.536$, $p 0.01$), Attitudes Towards Green Tourism ($= 0.211$, $p 0.01$), Environmentally Friendly Tourists' Actions and perception green tourism ($= 0.292$, $p 0.01$), Intention of Participation in Green Tourism and perception green tourism ($= 0.155$, $p 0.016$) were all positive and significant paths. As a result, all pathways were supported except H1, H2, H3, and H4. As stated in Table 6, the results revealed that.

Table 6. Path coefficients and level of significance

Effects	Original Coefficient	t-Value	p-Value	Paths
EI→GTP	0.536	9.23***	<0.001	Supported
ATT→GTP	0.211	4.47***	<0.001	Supported
AEF→GTP	0.292	5.10***	<0.001	Supported
IPG→GTP	0.155	2.41**	0.016	Supported

Table 7. Moderation estimates— Nationality

Effects	Estimate	SE	Z	P
EI→GTP	0.051	0.010	5.04***	<0.001
ATT→GTP	0.033	0.009	3.78***	<0.001
AEF→GTP	0.001	0.008	0.11	0.91
IPG→GTP	0.028	0.011	2.90**	0.004

Nationality Moderation Effects of Control Variables

The impacts of age on green tourism perception and attitude, as well as gender on green tourism perception and attitudes, were investigated in this study to see how the nationality variable mitigated the relationship between the four categories. Furthermore, the moderating effects of age on environmental worries and attitudes, as well as the moderating impacts of gender on environmental concerns and attitudes, were investigated.

The results of the moderating effects in Table 7 showed that nationality was moderating the interrelationship effect between environmental issues, attitudes toward green tourism, intention to participate in green tourism, and perceptions of green tourism ($= 0.051$, 0.033 , 0.028 , $z = 5.04$, 3.78 , 2.90 , $p (0.001, 0.001, 0.004)$). However, the construct of nationality moderated the interaction effect Environmentally Friendly Tourist Actions and Green Tourism Perception ($= 0.001$, $z = 0.11$, $p = 0.004$). As a result, H5, H6, and H7 were approved. As indicated in Table7, H7 is not supported.

CONCLUSION

Our research aims to shed light on the motivations of eco-conscious travelers through the development of a framework. We also urge that tourists' perceptions on the sustainability of green tourism and their environmental concern might be taken into account in the design of green tourism destinations. be incorporated into the theory of planned behavior in order to gain additional insight into foreign travelers'. A 2007 "Tourism" study estimated that 70 percent of the region's population has become dependent on the tourism sector. For the village of Umm Sayhoun, their income mostly comes from donkeys and camels, but the local ability to make a living outside of tourism informally is up to s. The historical competition for land and resources between tribes extended to obtain the benefits of tourism. In addition, women are underrepresented in the tourism economy, and are often limited to craft production for cultural/traditional reasons. Recent community initiatives, including the Umm Sayhoun Community Development Center and the Petra Sponsorship Campaign, also directly address some of the key issues related to the local community (Farajat, 2012). Since 2005, the Petra and Wadi Rum Bedouin Cultural Space has been included in the Representative List of the Intangible Cultural Heritage of Humanity in line with the 2003 UNESCO Convention for the Conservation of the Intangible Cultural Heritage.

The traditional and societal values of the various communities and tribes inhabiting the site are thus recognized, and they undoubtedly derive inspiration and meaning for some of their cultural output from the site. Environmental and biodiversity values are an integral part of the site's cultural landscape and natural surroundings. The larger protected area comprises an area of a portion of indigenous forest cover as well as an area rich in flora and fauna, including endemic species, which has been defined in such a way that the area may be called a nature reserve and will be expanded for consideration under Criterion 8 of the Heritage Convention. more defining global, particularly in the formulation of the connections between nature and culture and the interconnections of the site (Rebert and O'Halloran, 2014). There have been a number of initiatives to break up the crowds of visitors, including the creation of designated administrative areas and pathways.

For example, a USAID study developed options with nine targeted pathways. In addition to the main visitor path through the site, the most common paths are the altar mountain path, the monastery path, and the al-Khabha path. The paths of the local community are dangerous for visitors and may also lead to archaeologically sensitive areas, which means they must be completely closed to tourists. The most recent excavations and related initiatives since 2014 include the "Winged Lions Temple Cultural Resources Management Initiative" launched by the American Center for Oriental Research; erosion control and conservation research and work on the Abbey Plateau by Brigham Young University; and a French project led by IFPO (French Institute for the Near East) at Qasr al-Bint and has been going on since the 1980s with a current focus on conservation, site excavation and excavations in the temple garden, led by Les Anne Bedale, Professor at Penn State University. Implemented by the German Jordanian University to rehabilitate old water management systems with funding from the US Ambassadors Fund for the Preservation of Cultural Heritage in Jordan and the German Cooperation Agency, it is now in its second phase of implementation. The first tourist center on the site was created in the 1960s, when a modest museum and cafeteria were established (Nazzal Camp). A guest house was erected on top of the Khan's tomb during the time, and plans were made for a hotel at the site's entrance. In 1982, the World Bank funded the Crowne Plaza Hotel as well as additional amenities such as the restaurant Basin and the Nabataean tent. The visitor center at the site's entrance has also been refurbished numerous times, with the most recent renovation, which featured a new courtyard and entry gate, finished in 2009. Nationality moderated the interrelationship impact between environmental concerns, attitudes toward green tourism, desire to engage in

green tourism and perceptions of green tourism. H5, H6, and H7 were given the go-ahead, but Table 7 shows that H7, as seen in Table 7, is not supported. The moderating effects of age on environmental concerns and attitudes, as well as gender and nationality on green tourism perception, were also explored. The study's most significant theoretical conclusion is the ability to provide similarly valuable contributions to a number of sectors, particularly in relation to the growth of the tourist industry. Thus, our work serves as a springboard for more empirical investigation into how much a person's surroundings may affect their personality. In terms of the sustainability of green development and tourism As an example, one of his most significant achievements was Our study offers empirical proof of the significance of visitors' impressions on the sustainability of green infrastructure over the long run. Tourists' attitude towards tourism and environmental concerns in the same way, the most important factors impact of tourists' green tourism intentions on the tourist's behavior in this investigation, individual behavior was discovered. The ability to comprehend what consumers think and feel tourists' attitudes, norms, and perceptions of environmental concern in relation to green tourism individual tourist behavior and the desire to engage in green initiatives.

This study has made a contribution to the field of development to be realistic, hotel management need to strengthen the means of contact with their customers. to their guests and set up a system for gathering feedback on the green environment. Inquiries about the environmental procedures of hotels throughout their travels. Meanwhile, tourists' environmental concerns, which were found to be unaffected by their nationality. In our study, we found that the environmental concern of an individual is reflected in their subjective standards. not influence a person's decision depending on their social status. Because of this, there's a management of hotels in Petra must devise ways to raise environmental awareness among their guests it will have a significant impact on the overall achievement of a green environment. Finally, we notice that international tourists are concerned about the environment a large and favorable impact on individual eco-friendly tourist behavior.

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