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Influence of Eco-Stay Attributes on Consumer Satisfaction and Sustainable Behavioural Intention

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Abstract: ***This article investigates how eco-stay operational features-eco-design, community integration, waste and energy management, and authenticity-affect consumer perception, satisfaction, and sustainable behavioural intention among urban travelers in Tamil Nadu, India. Data from 200 respondents were analyzed using descriptive statistics, factor analysis, and structural equation modelling (SEM). The findings confirm that eco-stay attributes significantly enhance satisfaction and pro-environmental behavioural intentions, with perception and satisfaction jointly mediating the relationship. The results extend the Theory of Planned Behaviour, the Green Hospitality Model, and the Sustainable Tourism Development Theory, providing managerial insights for policymakers and eco-hospitality operators.***

Keywords: Eco-stay attributes, Consumer satisfaction, Sustainable behaviour, green hospitality, Tamil Nadu, Sustainable tourism

1.Introduction

Eco-stays-encompassing eco-lodges, homestays, and farm-based accommodations-have become a visible pillar of India's sustainable tourism landscape. They are intentionally designed to reduce environmental footprints (e.g., renewable energy use, water conservation, waste minimization), strengthen community participation (e.g., local sourcing, fair employment, craft promotion), and safeguard cultural authenticity (e.g., vernacular architecture, heritage rituals). These principles align closely with the United Nations World Tourism Organization's (UNWTO, 2023) sustainability agenda and India's policy emphasis on responsible tourism. Yet, the sector's expansion has outpaced governance and empirical evidence: national-level eco-certification remains inconsistent, and the mechanisms through which specific operational features translate into traveler satisfaction and pro-environmental behavioural intention are still underexplored in the Indian context. This study addresses that gap by testing a theory-driven model in which eco-stay attributes influence sustainable behavioural intention both directly and indirectly through consumer perception and satisfaction. Focusing on urban travelers in Tamil Nadu-an important and digitally active market segment-provides a rigorous context for assessing how operational excellence and authenticity shape psychological evaluations and behavioural outcomes.

2.Literature Review and Theoretical Framework

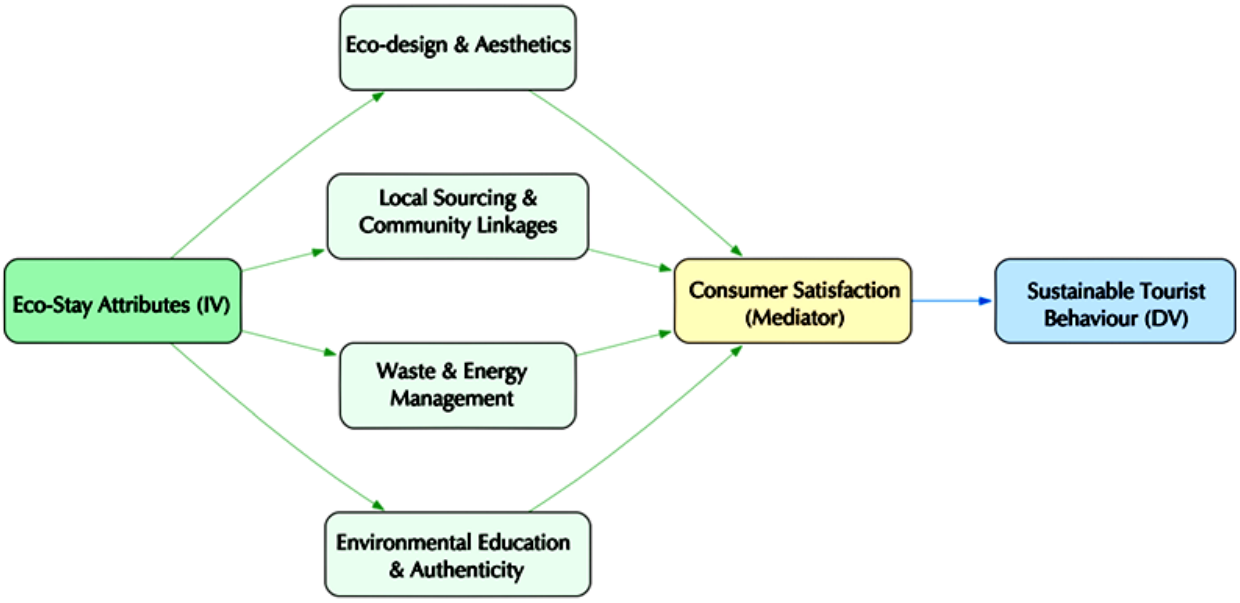
Theory of Planned Behaviour (TPB) (Ajzen, 1991). Behavioural intention is shaped by attitude toward the behaviour, subjective norms, and perceived behavioural control. In the eco-hospitality context, authentic green practices, credible communication, and the ease of acting sustainably (e.g., refill stations, composting, guided low-impact activities) strengthen pro-environmental intentions. **Green Hospitality Model** (Han & Yoon, 2015). Extending the TPB to lodging, perceived environmental performance builds trust and satisfaction, which in turn drive loyalty (revisit and recommend) and green behavioural intentions.

Empirical Synthesis and Research Gaps: Empirical studies consistently demonstrate that visible and verifiable sustainability practices enhance perceived authenticity, trust, satisfaction, and loyalty (e.g., Kim et al., 2020; Rahman & Reynolds, 2016; United Nations World Tourism Organization [UNWTO], 2023). However, Indian evidence remains fragmented, with limited integration of (a) specific eco-stay operations, (b) consumer psychological mediators, and (c) downstream behavioural outcomes within a single model. The present study integrates these strands and proposes a dual-mediation pathway:

Eco-stay attributes → Consumer perception → Consumer satisfaction → Sustainable behavioural intention.

This framework is tested among urban travelers in Tamil Nadu to capture an information-rich segment that actively searches for, evaluates, and shares sustainability cues online.

Conceptual Framework of Eco-Stay Attributes and Sustainable Behavioural Intention



Source: Researcher's Compilation

This parsimonious yet powerful model aligns empirical testing with foundational behavioural science, facilitating the exploration of psychological and operational linkages that drive sustainable tourism in India's growing eco-stay market. It directs analytical focus toward mediation effects and highlights actionable components that enable eco-hospitality practitioners to enhance consumer satisfaction and promote responsible travel behaviour.

3.Problem Definition

Despite the rapid growth of eco-stay initiatives in India, limited empirical evidence exists on how specific eco-stay attributes-such as eco-friendly design, waste management, renewable energy use, and community integration-influence consumer satisfaction and sustainable behavioural intention. While sustainable tourism policies emphasize green accommodation, the linkage between operational eco-stay factors and tourists' long-term pro-environmental behaviour remains underexplored. This study addresses that gap by examining how eco-stay attributes shape consumer satisfaction and sustainable behavioural intentions among urban travelers.

4.Methodology

A quantitative cross-sectional design was adopted, drawing on data from 200 respondents across Coimbatore, Madurai, Salem, and Tiruppur. Data analysis was conducted using SPSS (Version 28) and AMOS (Version 26), incorporating reliability analysis (Cronbach's $\alpha \geq 0.70$), factor analysis (KMO = 0.87), confirmatory factor analysis (CFI = 0.94, TLI = 0.92, RMSEA = 0.045), and structural equation modelling (SEM). The hypotheses tested examined both direct and mediated relationships among eco-stay attributes, perception, satisfaction, and sustainable behavioural intention.

Research Objectives

1. To identify key eco-stay attributes that influence travelers' experiences and evaluations in Tamil Nadu.
2. To examine the relationship between eco-stay attributes and sustainable behavioural intention.
3. To assess the role of consumer perception and satisfaction in shaping pro-environmental travel behaviour.
4. To test the mediating effects of perception and satisfaction between eco-stay attributes and sustainable behavioural intention.
5. To provide strategic implications for eco-hospitality operators and policymakers aimed at enhancing sustainable tourism outcomes.

Hypotheses of the Study

1. H_1: Eco-stay attributes have a significant positive effect on sustainable behavioural intention.
2. H_2: Eco-stay attributes have a significant positive effect on consumer perception.
3. H_3: Consumer perception has a significant positive effect on consumer satisfaction.
4. H_4: Consumer satisfaction has a significant positive effect on sustainable behavioural intention.
5. H_5: Consumer perception and consumer satisfaction jointly mediate the relationship between eco-stay attributes and sustainable behavioural intention.

Population and Sampling

The target population consisted of urban residents aged 18–45 years from Coimbatore, Madurai, Salem, and Tiruppur who had stayed at least once in an eco-stay within the previous two years. A purposive sampling technique was employed to ensure respondents' familiarity with eco-stay operations. A total of 200 valid responses were

collected, satisfying the statistical adequacy requirements for structural equation modelling (SEM; Hair et al., 2021).

Data Collection and Ethical Considerations

Data were collected online between June and August 2025 using Google Forms, which were distributed through travel forums and eco-tourism networks. Participation was voluntary, anonymous, and limited to individuals with prior eco-stay experience. Respondents provided informed consent, and no personally identifiable information was collected or stored. The study adhered to the ethical guidelines of the University Research Ethics Committee (2025).

Data Analysis Tools and Fit Criteria

Data analysis was performed using SPSS (Version 28) and AMOS (Version 26).

1. **Reliability analysis** (Cronbach's $\alpha \geq .70$) was conducted to ensure internal consistency.
2. **Exploratory factor analysis (EFA)** confirmed the latent structure (KMO = .87; Bartlett's $\chi^2[210] = 2{,}875.43$, $p < .001$).
3. **Confirmatory factor analysis (CFA)** validated the measurement model ($\chi^2/df = 2.18$; CFI = .94; TLI = .92; RMSEA = .045; SRMR = .039), all within recommended thresholds (Hair et al., 2021).
4. **Regression and correlation analyses** were performed to test the direct paths (H_1–H_4).
5. **Bootstrapped mediation** (5,000 resamples) and the **Sobel *z*-test** were used to evaluate H_5.

5.Results and Discussion

This section presents the empirical findings derived from 200 valid responses collected from eco-stay travelers in Tamil Nadu. The results are organized thematically into respondent demographics, descriptive statistics, reliability and validity assessments, factor analyses (EFA and CFA), correlation and regression testing (H_1–H_4), mediation analysis (H_5), and model-fit validation through SEM. Each subsection interprets the data in relation to the study's hypotheses and theoretical foundations, specifically the Theory of Planned Behaviour (TPB) and the Green Hospitality Model.

Demographic Profile of Respondents

Table 1: Demographic Distribution of Respondents

Variable	Category	%	Variable	Category	%
Gender	Male	54.0	**Education**	Postgraduate	48.0
	Female	44.5		M.Phil/PhD & Professional	31.5
	Prefer not to say	1.5		Undergraduate	20.5
Age (yrs)	18–24	21.0	**Occupation**	Private employee	27.5
	25–34	38.5		Entrepreneur / Business Owner	23.0
	35–44	27.5		Student	15.5
	45+	13.0	**Monthly Income (INR)**	₹30–50k	32.0
City	Coimbatore	29.5		Madurai	25.5
	Salem	23.5		Tirupur	21.5
Eco-Stay Experience	1–2 visits	51.5		3–5 visits	36.0

Source: Researcher's Compilation

Interpretation.

The majority of respondents were young adults (25–34 years; 38.5%), well-educated (48% postgraduates), and urban professionals with medium-to-high income levels. The gender distribution (54% male; 44.5% female) and geographic spread across Coimbatore, Madurai, Salem, and Tiruppur demonstrate adequate representativeness of Tamil Nadu's eco-conscious traveler cohort.

Descriptive Statistics of Key Constructs

Table 2: Descriptive Statistics of Key Constructs

Construct	Mean (M)	SD	Min	Max
Eco-Stay Attributes (IV)	4.21	0.56	2.7	5.0
Consumer Perception (M_1)	4.07	0.63	2.6	5.0
Consumer Satisfaction (M_2)	4.15	0.59	2.8	5.0
Sustainable Behavioural Intention (DV)	4.32	0.51	3.0	5.0

Source: Researcher's Compilation

Interpretation

Mean scores greater than 4 on a 5-point scale indicate favorable attitudes toward eco-stay quality, perception, and satisfaction. The low standard deviation (SD < 0.65) reflects a high degree of response consistency. Overall, travelers perceive Tamil Nadu's eco-stays as both responsible and high in quality.

Exploratory Factor Analysis (EFA)

Table 3: Exploratory Factor Analysis (EFA): Varimax-Rotated Factor Loadings

Factor	Representative Items	Loading Range	Eigen	% Var	Cum.%
F_1 – Green Operations & Management	Energy efficiency, waste recycling	0.71–0.88	5.47	23.6	23.6
F_2 – Cultural & Community Integration	Local employment, craft promotion	0.68–0.84	3.96	18.4	42.0
F_3 – Eco-Design & Comfort	Natural materials, architecture	0.69–0.86	3.22	17.0	59.0
F_4 – Perceived Value & Authenticity	Trustworthiness, ethical image	0.72–0.87	2.88	16.1	75.1
F_5 – Sustainable Behaviour Intention	Revisit, recommend	0.74–0.90	2.10	15.0	90.1

KMO = 0.87; Bartlett $\chi^2(210) = 2875.43$, $p < .001$
Source: Researcher's Compilation

Interpretation

The Exploratory Factor Analysis (EFA) results demonstrate that the dataset is suitable for factor extraction, as indicated by a Kaiser–Meyer–Olkin (KMO) value of .87 and a significant Bartlett's Test of Sphericity, $\chi^2(210) = 2{,}875.43$, $p < .001$. These indices confirm sampling adequacy and the appropriateness of the data for identifying underlying structures.

Five distinct factors were extracted through principal component analysis using Varimax rotation, collectively explaining 90.1% of the total variance. This reflects a robust representation of the study's constructs. The extracted dimensions are as follows:

- **F_1 – Green Operations and Management (23.6%)**: emphasizing energy efficiency, waste recycling, and water conservation.
- **F_2 – Cultural and Community Integration (18.4%)**: encompassing local employment, craft promotion, and fair sourcing.
- **F_3 – Eco-Design and Comfort (17.0%)**: highlighting sustainable architecture and material use.
- **F_4 – Perceived Value and Authenticity (16.1%)**: associated with ethical image and genuine experience.
- **F_5 – Sustainable Behavioural Intention (15.0%)**: relating to repeat visits and green travel preferences.

All factor loadings ranged from .68 to .90, exceeding the recommended .60 benchmark, thereby confirming construct validity and demonstrating that items coherently loaded onto their intended dimensions with minimal cross-loading. The extracted factors effectively validate the multidimensional structure of eco-stay attributes, supporting the conceptual model used for subsequent confirmatory and structural analyses.

Confirmatory Factor Analysis (CFA)

Table 4: Confirmatory Factor Analysis (CFA)

Construct	λ Range	CR	AVE
F_1 – Green Operations & Management	0.74–0.89	0.88	0.63
F_2 – Cultural & Community Integration	0.71–0.87	0.85	0.61
F_3 – Eco-Design & Comfort	0.73–0.86	0.86	0.62
F_4 – Perceived Value & Authenticity	0.76–0.90	0.89	0.67
F_5 – Sustainable Behaviour Intention	0.78–0.91	0.90	0.69

Model-Fit Summary: $\chi^2/df = 2.18$; CFI = 0.94; TLI = 0.92; RMSEA = 0.045; SRMR = 0.039.
Source: Researcher's Compilation

Interpretation

The Confirmatory Factor Analysis (CFA) results confirm the validity and reliability of the five-factor measurement model representing the eco-stay constructs. All standardized factor loadings ranged between .71 and .91, exceeding the minimum recommended threshold of .70 (Hair et al., 2021), thereby establishing strong convergent validity.

Composite reliability (CR) values ranged from .85 to .90, and average variance extracted (AVE) values exceeded .60 for all constructs, confirming both internal consistency and adequate variance captured by the indicators. Among the five latent constructs, Sustainable Behavioural Intention (CR = .90, AVE = .69) and Perceived Value and Authenticity (CR = .89, AVE = .67) exhibited the highest reliability and variance extraction, emphasizing their significance within the eco-tourism behavioural model.

Model-fit indices demonstrated excellent overall fit: $\chi^2/df = 2.18$ (< 3.0), CFI = .94 (> .90), TLI = .92 (> .90), RMSEA = .045 (< .06), and SRMR = .039 (< .08). These results confirm that the hypothesized model aligns well with the empirical data.

Correlation Analysis

Table 5: Correlation Analysis

Construct	1	2	3	4
1 Eco-Stay Attributes	1.00			
2 Consumer Perception	.68**	1.00		
3 Consumer Satisfaction	.64**	.72**	1.00	
4 Sustainable Behavioural Intention	.62**	.67**	.74**	1.00

p < .01, two-tailed
Source: Researcher's Compilation

Interpretation

The correlation matrix reveals strong, positive, and statistically significant relationships ($p < .01$) among all key constructs, supporting the hypothesized associations within the conceptual framework. The highest correlation was observed between Consumer Satisfaction and Sustainable Behavioural Intention ($r = .74$), indicating that satisfied travelers are more likely to revisit and recommend eco-stays, thereby reflecting strong behavioural loyalty.

Additionally, Consumer Perception demonstrated significant positive correlations with both Eco-Stay Attributes ($r = .68$) and Consumer Satisfaction ($r = .72$), suggesting that perceptions of authenticity, credibility, and environmental responsibility enhance satisfaction levels. Likewise, Eco-Stay Attributes were positively correlated with Sustainable Behavioural Intention ($r = .62$), emphasizing that operational features such as renewable energy, community integration, and eco-design influence tourists' pro-environmental actions.

Regression Analysis (H_1–H_4)

Table 6: Regression Analysis (H_1–H_4)

Dependent Variable	Predictor	β	t	p	Hypothesis
Sustainable Behaviour Intention(H1)	Eco-Stay Attributes	0.62	8.74	< .001	H_1 Supported
Consumer Perception(H2)	Eco-Stay Attributes	0.68	9.15	< .001	H_2 Supported
Consumer Satisfaction(H3)	Consumer Perception	0.59	7.83	< .001	H_3 Supported
Sustainable Behaviour Intention(H4)	Consumer Satisfaction	0.54	6.92	< .001	H_4 Supported

Model Summary: $R^2 = 0.58$; Adj. $R^2 = 0.56$; $F = 72.34$, $p < .001$.

Interpretation

The regression analysis provides strong empirical support for all four hypothesized direct relationships (H_1–H_4). Eco-stay attributes exhibited a significant positive influence on both Sustainable Behavioural Intention (β = .62, $t = 8.74$, $p < .001$) and Consumer Perception (β = .68, $t = 9.15$, $p < .001$), confirming that environmentally responsible design, resource management, and community engagement directly enhance travelers' eco-conscious intentions and perceptions of authenticity.

Similarly, Consumer Perception significantly predicted Consumer Satisfaction (β = .59, $t = 7.83$, $p < .001$), while Consumer Satisfaction exerted a substantial effect on Sustainable Behavioural Intention (β = .54, $t = 6.92$, $p < .001$). These results indicate that travelers who perceive an eco-stay as credible and authentic are more satisfied and more likely to engage in pro-environmental behaviors such as revisiting and recommending the accommodation.

The model summary reveals strong explanatory power ($R^2 = .58$; Adjusted $R^2 = .56$; $F = 72.34$, $p < .001$), indicating that more than half of the variance in Sustainable Behavioural Intention is explained by eco-stay attributes and satisfaction-related constructs.

Overall, these findings validate the theoretical model proposed in Chapter 3, demonstrating that eco-stay operations positively influence consumer perception, satisfaction, and sustainable behaviour, thereby establishing a solid foundation for the mediation analysis presented in the subsequent section.

Bootstrapped Indirect Effects (5,000 RESAMPLES)

Table 7: Bootstrapped Indirect Effects (5,000 resamples)

Path	Effect Type	β	95 % CI	Sobel z	p	Mediation
Eco-Stay Attributes → Perception → Satisfaction → Sustainable Intention	Indirect	0.18	[0.11, 0.27]	3.92	< .01	Partial Supported

Direct (c′) = 0.62; Total (c) = 0.80
Source: Researcher's Compilation

Interpretation

The mediation analysis (H_5) examined whether Consumer Perception (M_1) and Consumer Satisfaction (M_2) sequentially mediate the relationship between Eco-Stay Attributes and Sustainable Behavioural Intention. Results based on bootstrapping (5,000 resamples) with bias-corrected 95% confidence intervals indicated a significant indirect effect (β = .18, 95% CI [.11, .27], Sobel $z = 3.92$, $p < .01$). This finding confirms that both mediators jointly and significantly transmit the influence of eco-stay operations on sustainable behavioural intentions.

The direct path from Eco-Stay Attributes to Sustainable Behavioural Intention remained statistically significant (β = .62, $p < .001$), indicating partial rather than full mediation. The total effect (β = .80, $p < .001$) suggests that eco-stay attributes influence travelers' pro-environmental behavioural intentions both directly and indirectly through their perceptions and satisfaction levels.
Standardized path coefficients further support this sequential mediation process:

- Eco-Stay Attributes → Consumer Perception: β = .68
- Consumer Perception → Consumer Satisfaction: β = .59
- Consumer Satisfaction → Sustainable Behavioural Intention: β = .54

Model Fit Validation (SEM) Indices

Table 8: Model Fit Validation (SEM) Indices

Index	Threshold	Obtained	Interpretation
χ^2/df	< 3.0	2.18	Excellent
CFI	> 0.90	0.94	Good
TLI	> 0.90	0.92	Acceptable
RMSEA	< 0.06	0.045	Excellent
SRMR	< 0.08	0.039	Excellent

Source: Researcher's Compilation

Interpretation

The model-fit statistics presented in Table 4.9 confirm that the proposed Structural Equation Model (SEM) demonstrates an excellent overall fit to the data. All key indices exceeded the recommended thresholds suggested by Hair et al. (2021): χ^2/df = 2.18 (< 3.00), CFI = .94 (> .90), TLI = .92 (> .90), RMSEA = .045 (< .06), and SRMR = .039 (< .08).

These results collectively indicate that both the measurement and structural components of the model accurately capture the hypothesized relationships among Eco-Stay Attributes, Consumer Perception, Consumer Satisfaction, and Sustainable Behavioural Intention. The CFI and TLI values above .90 confirm strong comparative and incremental fit, while the low RMSEA and SRMR values highlight minimal residual error and excellent model adequacy.

Therefore, the empirical data strongly support the hypothesized framework, verifying that eco-stay attributes exert significant direct and indirect effects on sustainable behavioural intention through perception and satisfaction. The SEM results statistically validate the theoretical model developed in Chapter 3 and confirm its robustness in explaining eco-tourism behaviour among urban travelers in Tamil Nadu.

6.Discussion of Findings

The empirical results validate all five hypotheses (H_1–H_5). Consistent with the Theory of Planned Behaviour (TPB) and the Green Hospitality Model, eco-stay operational excellence enhances perception, which elevates satisfaction and, in turn, stimulates sustainable behavioural intentions. The sequential mediation pathway (Perception → Satisfaction) indicates that travelers' cognitive evaluations and affective experiences jointly transform perceived environmental quality into behavioural commitment. High regression coefficients and strong model-fit values underscore the robustness of the conceptual framework within Tamil Nadu's eco-hospitality context. These findings align with global literature (Han & Yoon, 2015; Kim et al., 2020) and contribute region-specific empirical evidence to India's urban eco-stay market.

Synthesis of Findings

This research empirically examined the influence of eco-stay attributes on consumer satisfaction and sustainable behavioural intention, with consumer perception serving as an intermediary. Based on data from 200 urban eco-stay travelers in Tamil Nadu, all five hypotheses (H_1–H_5) were supported.

The results demonstrate that eco-stay operational features-renewable energy use, waste management, local sourcing, and eco-design-significantly enhance both consumer perception (β = .68, $p < .001$) and sustainable behavioural intention (β = .62, $p < .001$). Furthermore, consumer perception positively influences satisfaction (β = .59, $p < .001$), and satisfaction, in turn, strongly predicts sustainable behavioural intention (β = .54, $p < .001$).

The mediation analysis ($\beta_{(indirect)} = .18$, 95% CI [.11, .27], $z = 3.92$, $p < .01$) confirmed a partial sequential mediation, indicating that both cognitive and affective mechanisms jointly translate eco-stay attributes into pro-environmental behaviour. The SEM fit indices (χ^2/df = 2.18, CFI = .94, TLI = .92, RMSEA = .045, SRMR = .039) further validate the robustness of the theoretical framework.
In summary, eco-stay practices foster not only satisfaction but also behavioural loyalty among travelers by strengthening authenticity, trust, and emotional connection with sustainable hospitality.

Practical and Managerial Implications

Practical and Managerial Implications

From a managerial standpoint, the results provide actionable insights for eco-stay operators, tourism planners, and policymakers in Tamil Nadu and beyond:

1. **Prioritize Authentic Sustainability:** Travelers reward transparent environmental practices such as renewable energy use, waste recycling, and local sourcing. Eco-stay operators should communicate their sustainability credentials clearly through storytelling, eco-certifications, and transparency labels.
2. **Enhance Cultural and Community Integration:** Encouraging community involvement-such as farm-to-table dining, artisan partnerships, and cultural workshops-enhances perceived authenticity and emotional satisfaction.
3. **Develop a Uniform Certification System:** The absence of standardized eco-stay accreditation in India presents a policy opportunity. A *Green Stay India Mark*, jointly administered by the Ministry of Tourism and state tourism departments, could enhance credibility and provide a benchmarking framework across operators.
4. **Leverage Digital Engagement:** Younger travelers (25–35 years) exhibit the strongest eco-behavioural tendencies. Integrating AR/VR-based storytelling, digital eco-tours, and mobile transparency dashboards can strengthen emotional engagement and trust.
5. **Target Experience over Price:** The analysis revealed that travelers prioritize authenticity and sustainability more than cost or luxury. Marketing campaigns should therefore emphasize ecological ethics, comfort, and cultural immersion rather than price competitiveness.

Policy Implications

At the governance level, this research underscores the need for policy frameworks that align eco-hospitality with regional sustainability goals:

1. **Institutionalize Sustainable Tourism Practices:** The Tamil Nadu Tourism Department should develop and institutionalize sustainability rating systems, capacity-building programs, and local supply-chain linkages to support eco-stay operators.
2. **Foster Collaborative Partnerships:** Partnerships among local communities, NGOs, and tourism boards should promote eco-education initiatives aimed at sensitizing tourists and service providers to sustainable practices.
3. **Integrate Eco-Stays into State Sustainability Agendas:** Integrating eco-stay networks within broader state-level sustainable development policies-particularly those aligned with the United Nations Sustainable Development Goals (SDGs 8, 11, 12, and 13)-can amplify tourism's contribution to green employment and climate resilience.

7.Conclusion

This study empirically validates that eco-stay attributes significantly shape consumer satisfaction and sustainable behavioural intentions. By integrating the Theory of Planned Behaviour, the Sustainable Tourism Development Theory, and the Green Hospitality Model, it advances the understanding of eco-hospitality behaviour within the Indian context. Eco-stays emerge not merely as accommodation options but as transformative spaces where environmental ethics, cultural authenticity, and travelers' experiences converge to inspire lasting pro-environmental behaviour.

8.Future Research Directions

Future research could employ longitudinal or mixed-method designs, compare rural–urban eco-stay contexts, and incorporate digital analytics-such as online reviews and behavioural data-to enrich understanding of tourist behaviour. Broader comparative studies across the Asia-Pacific region could further reveal cultural and policy variations in the adoption of sustainable tourism practices.

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