

Green Certification and Sustainable Travel Behaviors: Impact of Eco-Labels on Sustainable Tourism in Oman.

Dr. Jeannette Ong Ee-Lyn

College of Economics and Business Administration,
University of Technology and Applied Sciences, Nizwa, Oman, jeannette.ong@utas.edu.om

Abstract

This research investigates the dynamics shaping sustainable travel behaviors within the context of the tourism industry, focusing on the relationships between awareness of green certification, perceived credibility of eco-labels, environmental values, trust and sustainable travel behaviors among tourists in Nizwa, Oman. The research also explores the mediating effect of environmental values and moderating variable of trust on eco-labels. A cross-sectional survey design was used, and data were collected from a sample of 125 tourists. The results showed that all relationships were significant except for trust as the moderator. This finding suggests that while credibility influences behavior, trust may not play a substantial amplifying role in this context. Sustainable travel decisions may depend more on practical factors such as cost, convenience, or personal preferences rather than on trust. This indicates that while credibility encourages sustainable behavior, trust might not always translate into action, especially when practical barriers exist. This research holds significance for policymakers, tourism stakeholders, and local communities in Oman, providing strategies to promote sustainable travel behaviors in the dynamic Oman tourism industry.

Keywords: Awareness, Green Certifications, Perceived Credibility, Eco-Labels, Sustainable Travel Behaviors, Trust, Environmental Values, Tourist, Value-belief-norm (VBN) Theory.

Author Biography

Dr. Jeannette Ong Ee-Lyn is a PhD holder and a lecturer at the University of Technology and Applied Sciences Nizwa, Oman. With a PhD earned through a passion for lifelong learning, Dr. Jeannette Ong Ee-Lyn is committed to advancing innovative research and specializes in human resource management, workplace behavior, work performance, emotional intelligence, tourism and sustainability.

