


**RESEARCH ON THE BEHAVIOR OF GEN Z ON USING OF GREEN TOURISM: THE ROLE OF KNOWLEDGE SHARING**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received 15 May 2023</p> <p>Accepted 11 August 2023</p>	<p><b>Purpose:</b> The main objective of this study is to clarify the role of knowledge sharing about green tourism on tourists' decision to use tourism services.</p> <p><b>Theoretical framework:</b> This study applies the theory of planned behavior (TPB) as a basis framework to determine the factors that affect tourists' decisions.</p>
<p><b>Keywords:</b></p> <p>Green Tourism; Knowledge Sharing; Sustainable Development; Green Attitude; Awareness.</p> <div data-bbox="172 981 480 1227" style="text-align: center;">  </div>	<p><b>Design/Methodology/Approach:</b> This study used quantitative research methods with data collected through questionnaires with respondents of young people in Hanoi, Vietnam. The results were 288 valid questionnaires processed with structural equation modeling (SEM) through SPSS and Amos software.</p> <p><b>Findings:</b> This study confirms the influence of attitude factors, and perceived behavioral control on Gen Z's decision to use green tourism services. Moreover, the study confirms the role of knowledge sharing about green tourism as an antecedent factor that shapes the mechanism influence of green perception of Gen Z in the relationship between attitude and decision to use green tourism services.</p> <p><b>Research, practical &amp; social implications:</b> This study helps administrators have a deeper insight into the importance of knowledge sharing activities in training, recruitment and orienting sustainable development policies towards raising awareness about the goal of building sustainable development. building and developing a green economy in general and the tourism industry in particular.</p> <p><b>Originality/Value:</b> This study has shown that knowledge sharing builds and leads to positive attitudes about green tourism services. This is a new contribution of the study with providing evidence in identifying the primary factors in the relationship between attitudes and decisions to use green tourism services.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i8.3172">https://doi.org/10.26668/businessreview/2023.v8i8.3172</a></p>

**PESQUISA SOBRE O COMPORTAMENTO DA GERAÇÃO Z NO USO DO TURISMO VERDE: O PAPEL DO COMPARTILHAMENTO DO CONHECIMENTO**

**RESUMO**

**Objetivo:** O principal objetivo deste estudo é esclarecer o papel da partilha de conhecimento sobre o turismo verde na decisão dos turistas de usar os serviços turísticos.

**Estrutura teórica:** Este estudo aplica a teoria do comportamento planeado (TPB) como referencial de base para determinar os fatores que afetam as decisões dos turistas.

**Projeto/Methodologia/Abordagem:** Este estudo utilizou métodos de pesquisa quantitativos com dados coletados por meio de questionários com entrevistados de jovens em Hanói, Vietnã. Os resultados foram 288 questionários válidos processados com modelagem de equações estruturais (SEM) através dos softwares SPSS e Amos.

**Constatações:** Este estudo confirma a influência de fatores de atitude e controle comportamental percebido na decisão da Geração Z de usar serviços de turismo verde. Além disso, o estudo confirma o papel do

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compartilhamento de conhecimento sobre turismo verde como um fator antecedente que molda o mecanismo de influência da percepção verde da Geração Z na relação entre atitude e decisão de usar serviços de turismo verde.

**Investigação, implicações práticas e sociais:** Este estudo ajuda os administradores a ter uma visão mais profunda sobre a importância das atividades de compartilhamento de conhecimento em treinamento, recrutamento e orientação de políticas de desenvolvimento sustentável para aumentar a conscientização sobre o objetivo de construir o desenvolvimento sustentável. construir e desenvolver uma economia verde em geral e a indústria do turismo em particular.

**Originalidade/Valor:** Este estudo mostrou que o compartilhamento de conhecimento constrói e leva a atitudes positivas sobre os serviços de turismo verde. Esta é uma nova contribuição do estudo ao fornecer evidências na identificação dos fatores primários na relação entre atitudes e decisões de usar serviços de turismo verde.

**Palavras-chave:** Turismo Verde, Compartilhamento de Conhecimento, Desenvolvimento Sustentável, Atitude Verde, Conscientização.

## INVESTIGACIÓN SOBRE EL COMPORTAMIENTO DE LA GENERACIÓN Z EN EL USO DEL TURISMO VERDE: EL PAPEL DEL INTERCAMBIO DE CONOCIMIENTO

### RESUMEN

**Objetivo:** El objetivo principal de este estudio es aclarar el papel del intercambio de conocimientos sobre el turismo verde en la decisión de los turistas de utilizar los servicios turísticos.

**Estructura teórica:** Este estudio aplica la teoría del comportamiento planificado (TPB) como marco base para determinar los factores que afectan las decisiones de los turistas.

**Proyecto/Metodología/Enfoque:** Este estudio utilizó métodos de investigación cuantitativos con datos recopilados a través de cuestionarios con encuestados de jóvenes en Hanoi, Vietnam. Los resultados fueron 288 cuestionarios válidos procesados con modelos de ecuaciones estructurales (SEM) a través del software SPSS y Amos

**Hallazgos:** Este estudio confirma la influencia de los factores de actitud y el control conductual percibido en la decisión de la Generación Z de utilizar servicios de turismo ecológico. Además, el estudio confirma el papel del intercambio de conocimientos sobre el turismo verde como un factor antecedente que da forma al mecanismo de influencia de la percepción verde de la Generación Z en la relación entre la actitud y la decisión de utilizar los servicios de turismo verde.

**Investigación, implicaciones prácticas y sociales:** Este estudio ayuda a los administradores a tener una visión más profunda de la importancia de las actividades de intercambio de conocimientos en la capacitación, el reclutamiento y la orientación de las políticas de desarrollo sostenible para crear conciencia sobre el objetivo de construir un desarrollo sostenible. construir y desarrollar una economía verde en general y la industria del turismo en particular.

**Originalidad/Valor:** Este estudio ha demostrado que el intercambio de conocimientos construye y conduce a actitudes positivas sobre los servicios de turismo verde. Esta es una nueva contribución del estudio que proporciona evidencia para identificar los factores principales en la relación entre las actitudes y las decisiones de utilizar los servicios de turismo verde.

**Palabras clave:** Turismo Verde, Intercambio de Conocimientos, Desarrollo Sostenible, Actitud Verde, Conciencia.

### INTRODUCTION

For many years, one of the problems facing the world is climate change, pollution, poverty and the depletion of natural resources in many countries. In this context, many countries are transitioning from the traditional brown economic model to an environmentally friendly green economy with the strong participation of tourism businesses. Tourism has long been paid special attention by countries and considered a smokeless industry, helping to create jobs and increase budget revenues. However, due to the over-development process, tourism has created

a number of problems that damage the natural environment, such as the act of dumping waste into the environment. Therefore, the development of green tourism is an urgent requirement to develop the current green economy. The “green tourism” initiative will help bring benefits to the economy, people and the environment.

Vietnam is currently being identified as one of the countries strongly affected by climate change, but the government has taken positive steps to direct the Vietnamese economy towards the goal of green growth. and sustainable. At COP 26, the Government of Vietnam committed to net zero emissions by 2050 and continued to affirm this goal at COP27. These practices require multi-stakeholder engagement to jointly promote sustainability commitments. However, sustainable tourism initiatives have not been effectively implemented in Vietnam.

Therefore, this study was conducted to examine the factors affecting the decision to use green tourism services and the role of knowledge sharing factors in the relationship between the attitude and the decision to use the service. Gen Z’s green tourism to be able to make recommendations to build a green tourism model in Vietnam according to international standards. This study selected Gen Z because this is the young generation, who were born between 1996 and 2010. This is the generation that has access to modern new technologies early, and quickly adapts to new technologies, as well as enjoy experimenting with new trends. Green tourism is a new topic and is getting more and more attention from society, so this research is aimed at Gen Z in Hanoi.

Following the introduction is an overview of the study; Next is the research model and method; results and discussion and finally the conclusion.

## **LITERATURE REVIEW**

In the context of market conditions, tourism services are reshaped, requiring the participation of stakeholders including customers, service users and governments. Accordingly, socially responsible business is seen as a set of well-established principles in the tourism services market, as most tourism businesses have begun to consider sustainability issues and have become should be more transparent in reporting corporate social responsibility (CSR) activities. As environmental protection becomes a major issue, consumers' environmental consciousness is on the rise. Knowledge sharing on green economy seems to provide a solution to the tourism market by contributing towards sustainable development and form a favorable environmental image that meets customers' environmental desires and green needs. Bilgihan et al., (2019) confirm the aspects that should be shared in tourism-related knowledge: the first

deals with development strategy decisions based on environmental criteria, the second deals with environmental management strategies of tourism enterprises and the third aspect is the development of green tourism products. However, the current literature lacks studies that provide a comprehensive tool to guide tourism managers in their knowledge sharing about green tourism services.

Today, consumers are more aware of the impact of their consumption patterns on the environment, so they are gradually switching to a sustainable consumption model for the happiness of future generations. Many consumers understand that their consumption habits have a negative impact on the ecological environment; therefore, they have started to change their lifestyles and ways of doing business to meet the demands of reality. These have led to an increase in green consumption among consumers. Green consumption is identified as a behavior for the environment because green products do not pollute the environment. Consumers' growing concern for the environment can be seen in many industries such as food, tourism, fashion and banking. However, research on tourism products does not seem to receive much attention from researchers and managers.

Corporate Social Responsibility (CSR) has become a business trend and norm these days. Related studies include green tourism strategy and green practices adopted by public and private sector tourism businesses. However, there are also certain gaps between practice and policy commitments. However, this is still considered a factor related to the reputation and image of the travel business and, therefore, related to consumer behavior. The study of Pan et al (2018) emphasizes the importance of determining the level of receptivity to green media for the message conveyed. It is important to have different communication strategies for different individuals in terms of their receptivity to the green message. However, research on green consumption behavior, this factor has not been paid much attention.

Therefore, the study attempts to examine this important issue and examine the impact of knowledge sharing on consumers' attitudes and decisions to use green tourism services.

This issue is posed by Gen Z who are today more aware of climate change and environmental issues than ever before, and demonstrate a strong commitment to the movement against climate change. In Vietnam, the youth group between the ages of 13 and 25 always accounts for the highest percentage and increases the fastest. This issue is posed by Gen Z who are today more aware of climate change and environmental issues than ever before, and demonstrate a strong commitment to the movement against climate change. In Vietnam, the youth group between the ages of 13 and 25 always accounts for the highest percentage and

increases the fastest, and together with green attitudes, knowledge and awareness, they are a strong driving force in developing awareness of behavior. environmentally friendly and promising market for green products and services. Recent studies have begun to focus on typical young consumers' behavior as well as decisions to use green services, such as those of the authors but these studies have not been tested for green tourism services. This study tries to fill in the research gap as well as understand the decision to use green tourism services of young consumers.

But these studies have not been tested for green tourism services. This study tries to fill in the research gap as well as understand the decision to use green tourism services of young consumers. Besides, the research on this topic is still quite modest. Chin et al (2018) argue that the number of studies on green tourism services is very scarce in developing countries; so there is a compelling need to unlock the concept in total. Similarly, most of the research done on green tourism mainly focuses on green tourism activities or on the perception of customers or manager. Regarding financial products, this issue has not really received much attention from stakeholders. The studies mainly focus on non-financial commodity products.

Based on these arguments, the group's research focuses on clarifying the factors affecting the behavior of using green tourism services, the role of knowledge sharing activities in the relationship between attitude and decision to use green tourism. use green tourism services in gen Z.

## **RESEARCH MODEL AND HYPOTHESIS**

### **Knowledge Sharing and Attitude Towards Green Tourism**

Knowledge sharing reflects the ability an organization can create to empower individuals to acquire knowledge capital to develop core values and achieve goals. The acquisition and application of knowledge in the process of knowledge sharing contributes to the enhancement of the use value and creation of knowledge. Therefore, knowledge sharing activities at universities and businesses contribute to changing perceptions about sustainability goals, thereby changing attitudes in behavior. The gap in knowledge sharing among stakeholders, lack of awareness, lack of green image of tourism businesses and lack of trust are some of the reasons why the green approach results of tourism businesses are not good as expected. Kervenoael et al (2022) experimentally show that green tourism knowledge sharing activities positively affect the green image of enterprises. With these arguments, we expect a

positive relationship between knowledge sharing and attitude in relation to the decision to use green tourism services.

Hypothesis H1: Knowledge sharing has a positive impact on Gen Z's attitude towards green tourism services.

### **Attitude Towards Green Tourism and Intention to Use of Green Tourism Services**

According to TPB theory, the more positive the attitude towards the behavior, the stronger the decision to perform the behavior. Attitude can be defined as “an individual's positive or negative feelings about performing the target behavior”. According to the research results, attitude is the factor that has the strongest impact on the decision to use green products. When consumers have a positive attitude, they will be more likely to make a decision to use green products. Positive attitudes towards green consumption are important in influencing green consumption decisions and behavior, research by shows that Gen Y sees itself becoming more civilized when it comes to green consumption. Use green products instead of products that are harmful to the environment. Based on this argument, in addition to the trend of green tourism services being increasingly developed by businesses in various forms, the study proposes a positive relationship between the attitudinal factor towards the decision use green tourism services of gen Z.

H2: Attitude towards green tourism services has a positive influence on the decision to use green tourism services.

### **Social Norms and Intention to Use of Green Tourism Services**

Subjective norm is a social attribute in which the individual's consideration of whether to do or not depends on the opinions and views of others, and the perception of social pressure acting to a certain extent. certain degree of behavior. In the theory of planned behavior (TPB) model, subjective norm is the second decisive factor affecting behavioral decisions. Subjective norm refers to the social pressure people feel to perform or not to perform behavior. Similarly, an individual's subjective norm is the influence of those around them that are important to them, such as family, relatives, friends, and colleagues. All studies show the correlation between subjective norm and behavioral decision. Based on this, the study hypothesized the following:

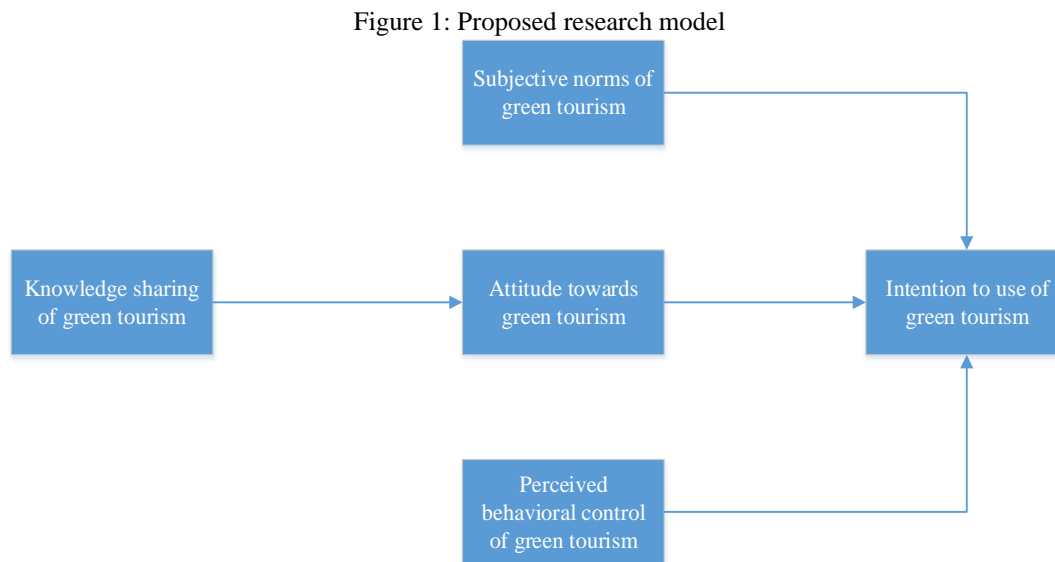
H3: Subjective norm has a positive impact on the decision to use green tourism services of Gen Z.

### Perceived Behavioral Control and Intention to Use of Green Tourism Services

Perceived behavioral control is as important as an individual's self-assessment of the difficulty or ease of performing a behavior. The more resources and opportunities, they think there will be less hindrance and greater perceived control over the behavior suggesting that the perceived behavioral control factors directly affect the behavior. propensity to perform the behavior, and if the individual correctly perceives his or her degree of control, then behavioral control also predicts the behavior. Research in the field of deciding on consumer behavior or using cognitive services on the ability to control behavior is almost always considered a factor with a positive effect, perceived behavioral control is identified as a factor that has a positive effect. factors that have the strongest and positive impact on both green purchasing decisions and behavior. Perceived behavioral control has been shown to have a positive impact on behavioral decisions. Therefore, the proposed study is:

H4: Perceived behavioral control has a positive influence on the decision to use green tourism services of Gen Z

Based on the above proposed hypotheses, the research model is described in detail as shown below:



Source: Synthesis of authors

### RESEARCH METHODOLOGY

The study used quantitative method with data collected from questionnaires. In the questionnaire, the scales in the study are used from previous studies and are shown in Table 1. The survey questionnaire uses the Likert scale 5 levels of expression from low to high are

arranged from 1-5 as follows: following: (1) Totally disagree (2) Disagree (3) Neutral (4) Agree (5) Totally agree. In which, the attitude scale towards green tourism is applied from the research of, the subjective norms with green tourism is applied from the study of, the perceived behavioral control scale is applied from the research of, the scale of knowledge sharing about green tourism is applied from the study of, the scale of intention to use green tourism services is operated. from the study of.

Table 1: Variables and Items

Variable	Items
Attitude towards green tourism	I am interested in green tourism service
	I prefer to choose businesses with green products and services
	I feel green travel service is very useful
	Green tourism has products and services that make me very satisfied
	I support the green service innovation of tourism businesses
Subjective norms with green tourism	My family and important people recommend me to use green travel service
	My family and important people use green travel services, so I also use
	My colleagues and friends expect me to use green travel services
	People who are important to me support me to use green travel services
Perceived behavioral control	I myself have time to learn and consider when using green tourism services before participating in using it
	Joining the green tourism service is very easy for me
	I don't have any barriers when using green services of tourism businesses
	I have enough resources (money, time, knowledge) to do it
Knowledge sharing of green tourism	I often am shared information about the social responsibility of tourism businesses
	I have full information about green products and services of travel companies
	I was provided with full knowledge of CSR of travel agencies during my undergraduate program
	I am encouraged by knowledge sharing mechanisms about social responsibility
	I was provided with many training and awareness programs for green tourism
Intention to use green tourism	I choose businesses with green tourism products and services to use
	I and my family always use green travel service
	I will recommend my friends and relatives to use green tourism products and services
	Me and my friends often use green tourism services to protect the environment

Source: Synthesis of authors

According to Hair et al., with 22 observed variables, the minimum sample size is  $22 * 5 = 110$  samples. The research team distributed 300 questionnaires and collected 288 questionnaires with a rate of 96%. The survey subjects are students studying at universities in Hanoi city. Data collection was conducted in January 2023.

After collecting primary data, they are processed through SPSS 22 and AMOS 20 software. The study checks the reliability of the scale through Cronbach's Alpha coefficient  $> 0.7$ , which is a statistical test of the degree of tightness. closely that the items on the scale correlate with each other. Then conduct Exploratory Factor Analysis (EFA) to check the unilaterality of the scales in the study. Next, confirmatory factor analysis (CFA) is used to test



the scale. Finally, the study uses SEM linear structural model to test the adaptability of the theoretical model and hypotheses.

## RESULTS AND DISCUSSION

### Analyze the Reliability of the Scale

The analysis results show that the Cronbach Alpha coefficient of the quite good scales is from 0.811 to 0.911. Cronbach's Alpha coefficient of variables representing aspects of the decision is 0.873, 0.890, 0.811, 0.870, 0.911, respectively.

The correlation coefficient of the total variable (Corrected Item - Total Correlation) of the observed variables is greater than 0.3. The highest coefficient among the observed variables is 0.813 for the group of people who have knowledge sharing activities of the observed variable KS3.

These results show that the scale of research concepts on the decision to use green tourism services in gen Z in Hanoi is built from observed variables to ensure reliability for factor analysis in the next step. . The observed variable PBC1 has the Cronbach's Alpha if Item Deleted coefficient of 0.826, which is larger than the Cronbach's Alpha coefficient of the PBC scale of 0.811. However, the total correlation coefficient of the variable is  $0.488 > 0.3$  and Cronbach's Alpha of the scale is both greater than 0.8, so the observed variable PBC1 is still kept.

Table 2: Reliability of scale

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
<b>Attitude - Cronbach's Alpha = 0.873</b>				
ATT1	17.864	3.523	.674	.853
ATT2	17.861	3.484	.728	.839
ATT3	17.857	3.452	.746	.835
ATT4	17.885	3.606	.684	.850
ATT5	17.829	3.562	.671	.853
<b>Subjective norms - Cronbach's Alpha = 0.890</b>				
SN1	13.404	2.347	.769	.854
SN2	13.408	2.354	.739	.865
SN3	13.505	2.314	.745	.863
SN4	13.453	2.319	.779	.850
<b>Perceived behavioral control - Cronbach's Alpha = 0.811</b>				
PBC1	13.463	2.124	.488	.826
PBC2	13.495	1.838	.692	.732
PBC3	13.460	1.893	.670	.744
PBC4	13.477	1.803	.674	.741
<b>Intention to use - Cronbach's Alpha = 0.870</b>				
UI1	13.488	2.202	.692	.846
UI2	13.429	2.183	.693	.845

UI3	13.488	2.097	.749	.823
UI4	13.449	2.115	.756	.820
<b>Knowledge sharing - Cronbach's Alpha = 0.911</b>				
KS1	18.035	3.782	.727	.901
KS2	18.007	3.685	.803	.885
KS3	18.003	3.689	.813	.883
KS4	17.986	3.825	.737	.899
KS5	17.991	3.752	.790	.888

Source: Synthesis of authors

### Exploratory Factor Analysis

The author performs factor analysis according to Principal components with Promax rotation. The results after removing the observed variable PBC1 showed that 17 observed variables were initially grouped into

The total value of variance extracted is 72,900% > 50%, then it can be said that these 4 factors explain 72,900% of the variation of the data and the Eigenvalues of all factors are high (>1). The fourth factor has the lowest Eigenvalues of 5,083 > 1. Moreover, the extracted factors all have quite good factor weights, reaching from 0.603 to 0.947. Therefore, the assurance factors are representative of the original survey data.

Table 3: Results of EFA

<b>Pattern Matrix<sup>a</sup></b>				
	Component			
	1	2	3	4
KS4	.947			
KS3	.898			
KS2	.855			
KS5	.790			
KS1	.603			
ATT2		.888		
ATT4		.868		
ATT3		.839		
ATT1		.700		
ATT5				
SN4			.880	
SN1			.851	
SN3			.788	
SN2			.734	
PBC3				.856
PBC4				.845
PBC2				.751

Source: Synthesis of authors

### The Results of Confirmatory Factor Analysis CFA

The results of the confirmatory factor analysis show that the model has a Chi-squared statistical value of 345,046 with 169 degrees of freedom (p = 0.000). However, when

calculating relative degrees of freedom  $Cmin/df = 2.042$ , the compatibility requirement is met. Furthermore, other criteria were also met (IFI = 0.959, AGFI = 0.863, NFI = 0.922, TLI = 0.948, GFI = .900, CFI = .958, RMSEA = 0.060, RMR = 0.011). Therefore, we can conclude that the critical model achieves good compatibility with market data.

From the results of the scale test, EFA and CFA show that the concepts of attitude, subjective norm, perceived behavioral control, knowledge sharing and decision are distinguishing concepts and are simple concepts. both theoretically and practically. On the basis of the research, it is still maintained as the original proposed model.

### Regression Analysis Results

There are 5 concepts in the model: Attitude towards green tourism services, subjective standards, perceived behavioral control towards green tourism services, knowledge sharing activities about green tourism services and decision making. intend to use green tourism services. There are 3 independent variables: attitude, subjective norm, behavioral control and knowledge sharing. Attitude variable is both an independent variable and an intermediate variable.

The SEM model analysis method through AMOS software was used to test the fit of the research model. The results of the linear structure analysis show that the model has 174 degrees of freedom with the Chi-squared statistical value = 379,890 ( $p = 0.000$ ). However, when adjusted for degrees of freedom  $Cmin/df$ , this value shows that the model has a good fit with market data (2,183). Moreover, other conformity assessment criteria all met the requirements IFI = 0.952, GFI = 0.889, AGFI = 0.853, NFI = 0.914, TLI = 0.941, CFI = 0.951, RMSEA = 0.064 and RMR = 0.016. Thus, it can be concluded that this model is suitable for the data collected from the market.

Table 4: Results of testing hypothesis

Structural relationship	Standardized coefficient	P-value	Hypothesis
ATT - KS	.840	***	Accepted
UI - SN	-.006	.942	Rejected
UI - ATT	.379	***	Accepted
UI - PBC	.649	***	Accepted

Source: Synthesis of authors

The results of the formal parameter estimation are presented in the table. This result shows that the relationships are statistically significant ( $p < 5%$ ), except for the subjective

standard variable with  $p\text{-value} = 0.942 > 0.05$ , so we can conclude this variable is not statistically significant. has no effect on the decision variable, rejecting hypothesis H2. In addition, this result also gives us the conclusion that the measures of the concepts in the model have theoretical relevance because “each measure has a relationship with the other measures as expected. theoretical hope”.

Thus, the four hypotheses proposed in the research model are mostly accepted except for the hypothesis of the subjective standard factor with  $p = 0.942 > 5\%$  having no impact on the decision to use tourism services. green. The results show that there are two factors that positively affect the decision to use. Specifically, the attitude factor has the strongest influence with the standardized coefficient of 0.840 and then the behavioral control factor with the normalized coefficient of 0.649. In addition, the research results also show the positive impact of knowledge sharing in the relationship between the attitude and decision to use green tourism services of gen Z.

## CONCLUSION

This study is done by inheriting, developing the theory of planned behavior and adding knowledge sharing factors in the study of decision to use green tourism services in gen Z. Quantitative data collected has been determined. demonstrate the proposed model and provide statistical evidence on its validity and reliability. The research results show that the behavioral decision to use green tourism services in gen Z is positively correlated with two factors: Attitude and perceived behavioral control. Subjective normative factors do not affect the decision to use green tourism services in gen Z, this result is similar to the research results of. Most importantly, this study has shown that knowledge sharing builds and leads to positive attitudes about green tourism services. This is also a new contribution of the study with providing evidence in identifying the primary factors in the relationship between attitudes and decisions to use green tourism services, helping to provide more insight into the importance of knowledge-sharing activities in training, recruitment, and sustainable development policy orientation towards increasing awareness of the goal of building and developing a green economy in general and the tourism industry. calendar in particular.

This can also help research on consumer behavior and marketing develop services that adjust and supplement the scale. Moreover, this scale can also help develop a research scale system on green tourism services in Vietnam.

Depending on business orientations, market segments, target products and customers, along with their own capabilities and strengths, to gradually build a strategic framework and roadmap towards service development. green tourism services should be appropriate, while at the same time focusing on communication, the variety of green products and raising confidence in safety and convenience through the development of distribution channels, besides also need research and development to be able to provide many choices of green products and services, which promotes customers to easily familiarize themselves with green tourism services and convert to consumption. Regarding the government, in addition to developing and promulgating preferential policies and supporting mechanisms for travel companies to encourage the development of green tourism services, training and communication should be promoted such as: deploy and expand training programs on green tourism for staff; periodically organize forums and seminars on green tourism as well as green growth and sustainable development; organize propaganda to raise people's awareness about green growth and sustainable development in general and green tourism development in particular. For the school, experience from developed countries in the world shows that education plays an extremely important role in the development of each country, so education or creating conditions for students to continue their education. approach, raise more awareness about green economy, social responsibility, socio-economic and environment through seminars and forums; helping each individual realize the important role in the rapid and sustainable economic development of the country in the coming time, it can also be considered as the responsibility and honor of each person in the society.

Besides the above findings, the study also has some limitations due to the sample size. The relationship proposed in this study can be further confirmed quantitatively by the demographics, but in this study we only focus on young customers and are conducted mainly in urban areas. Hanoi leads to many limitations as each age, each region at different stages of development can provide different valuable insight. Last but not least, the study has not mentioned a number of mediating and regulatory variables to better clarify the behavior of gene Z with green tourism products.

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