

សាគលទិន្យាល័យ ភូមិន្តភ្លំពេញ

Royal University of Phnom Penh

# អូតទូលរួមឆ្លើយសំណួរខានីគោរព៖

ខ្ញុំជាសាស្ត្រាចារ្យ នៃសាកលវិទ្យាល័យ ភូមិន្ទភ្នំពេញ ចុះមកធ្វើការស្រាវជ្រាវលើប្រធានបទមួយស្តី<u>ពី</u> "ឥរិយាបទ នៃការទទួលខុសត្រូវនៃប៉ះពាល់លើបរិស្ថាននៅក្នុងសហគមន៍ទេសចរណ៍ធម្មជាតិ" ( The Environmentally Responsible Behavior in Community-Based Ecotourism ) មួយចំនួនដូចខាងក្រោម ។

អាស្រ័យដូចបានរៀបរាប់ខាងលើ សូមអោយលោកអ្នកមេត្តាជួយបំពេញនូវកម្រងសំណួរមួយចំនួនដែលពាក់ ព័ន្ធទៅនិងបទពិសោធន៍ផ្ទាល់របស់លោកអ្នកដែលបាននឹងកំពុងយល់ដឹងអំពីផលប៉ះពាល់លើបរិស្ថាន។ យើងខ្ញុំសូម សន្យាថារាល់ចម្លើយរបស់លោកអ្នកនឹងត្រូវបានរក្សានូវការសំងាត់ហើយចម្លើយនេះគឺត្រូវបានប្រើប្រាស់សម្រាប់ គម្រោងនៃការស្រាវជ្រាវរបស់យើងខ្ញុំតែប៉ុណ្ណោះ។

យើងខ្ញុំសូមថ្លែងអំណរគុណយ៉ាងជ្រាលជ្រៅរាល់ការចំណាយពេលវេលាដ៏មានតំលៃរបស់លោកអ្នកក្នុងការ ឆ្លើយនូវសំណួរខាងក្រោមនេះ។

សាស្ត្រចារ្យស្រាវជ្រាវ៖**១ឈ្និត ស៊ូ ទាសនា** 

ស្ដែអនិ	9 (Part I)-Demograp	hic of Respondents (6	រ័ត៌ទាខសម្រាច់អួតចុ	<b>ຜາສາຍນອງຊຸງຊ</b> )			
1.	[Q1]-Gender:	nale 🗆-Male					
2.	[Q2]-Age:(	Specify)					
3.	[Q3]-Education:	□-Below high school	□-High school	□-Bachelor			
		□-Master	□-PhD.				
4.	[Q4]-Marital Status:	□-Single	□-Married	□-Others			
5.	[Q5]-Incomes:	ow 300\$	□-301-500\$	□-501-700\$			
	□-701	-900\$	□-Over 900\$				
6.	[Q6]-Do you ever hea	r any environmental c	ampaign in your comm	nunity?			
	□-Yes □-No						
7.	[Q7]-If yes, how do yo	ou hear it? (Multiple A	inswers)				
	$\boxtimes$ -Local authority informed.						
	$\boxtimes$ -Social media (i.e., Facebook and TikTok)						
	□-NGO invitation						
	⊠-Friends/workplace.						
	□-Other:	( specify )					
8.	. [Q8]-How much do you worry or concern about the environmental issues in your						
	community? ( a single	e answer)					
	□-Low concerns						
	□-A little concerns						
	□-Fairly concerns						
	□-High concerns						
	$\Box$ -Very high concern	IS					
9.	[Q9]-Are you willing to	participate in environ	mental events, such a	s environmental			

cleaning campaign in your community?

□-Yes □-No

# ខ្មែះអនី២ (Part II)-Questionnaire Survey ( អង្រទសំណួរស្រានទ្រាន)

### 10. [Q10]- Environmental Knowledge<sup>1</sup>—[ENK] (ອໍເລາະຂີ້ອຄືຮ<sub>້</sub>າສຸລ)

	Please provide us an accurate answer based on your own	Measurement Scale					
		1= Strongly Disagree					
		2= Disagree					
Code	judgment about the environmental issues in your community as	3= Ne	eutral				
	much as you can by ticking (X) in the below provided.	4= Ag	gree				
		5= Strongly Agree					
		1	2	3	4	5	
ENK1	I am very knowledgeable about environmental issues.						
ENK2	I understand the environmental phrases and symbols on product						
	package.						
ENK3	I know when I buy products and packages that are						
	environmentally safe.						
ENK4	I know more about recycling than average person.						

#### 11. [Q11]-Environmental Awareness<sup>2</sup>—[ENA] ( **នារយល់ដ៏ទព័យរិស្ថាន**)

		Measurement Scale					
		1= Strongly Disagree					
	Please provide us an accurate answer based on your own		sagree				
Code	judgment about the environmental issues in your community as	$3 = N\epsilon$	eutral				
	much as you can by ticking (X) in the below provided.	4= Ag					
		5=Sti	rongly	Agree			
		1	2	3	4	5	
ENA1	I read about environmental issues in the mass media (i.e., TV,						
	social media)						
ENA2	I am concerned about environmental problems at my place.						
ENA3	I always discuss environmental problems with my friends.						
ENA4	I do not use plastic bags to wrap things.						
ENA5	I conserve the use of electric energy at home.						
ENA6	I conserve the use of water supply.						
ENA7	I deliver information on the environment to my family members.						
ENA8	I am involved in environmental awareness activities in my social						
	life.						
ENA9	I am aware of my responsibility towards the environment.						

# 12. [Q12]-Environmentally Responsible Behavior—[ERB] ( នំនួលខុសត្រូទលើមរិស្ថាន)

	Please provide us an accurate answer based on your own judgment about the environmental issues in your community as	Measurement Scale						
		1= Strongly Disagree						
		2= Disagree						
Code		3= Neutral						
	much as you can by ticking (X) in the below provided.	4= Ag	gree					
		5= Strongly Agree						
		1	2	2	4	5		
General Protection Behavior <sup>3</sup>		1	4	3	4	3		
GPB1	I try to learn how to solve environmental problems in our eco- tourism community.							

<sup>1</sup> Kim, M.-S., & Stepchenkova, S. (2020). Altruistic values and environmental knowledge as triggers of pro-environmental behavior among tourists. *Current Issues in Tourism, 23*(13), 1575-1580. <u>https://doi.org/10.1080/13683500.2019.1628188</u>

<sup>&</sup>lt;sup>2</sup> Wu, J., Ahmad, S. F., Ali, Y. A., Al-Razgan, M., Awwad, E. M., & Ayassrah, A. Y. B. A. (2024). Investigating the role of green behavior and perceived benefits in shaping green car buying behavior with environmental awareness as a moderator. *Heliyon*, *10*(9).

<sup>&</sup>lt;sup>3</sup> Cheng, T.-M., Wu, H. C., Wang, J. T.-M., & Wu, M.-R. (2019). Community Participation as a mediating factor on residents' attitudes towards sustainable tourism development and their personal environmentally responsible behaviour. *Current Issues in Tourism, 22*(14), 1764-1782.

I read the reports or books about the environment of our eco- tourism community.					
I discuss with people the issues of environmental protection in our eco-tourism community.					
I try to convince partners to protect the natural environment in our eco-tourism community.					
ar Regulation Behavior <sup>4</sup>					
When I see others' inadequate environmental behavior in our eco- tourism community, I will report it to the authorities.					
According to the law, I will deter any behavior damaging the environment in our eco-tourism community.					
I pick up trash and branches when I see them in our eco-tourism community.					
I participate in cleanup activities for our eco-tourism community.					
ment Behavior <sup>5</sup>					
I am interested in strengthening my connection to the environment in the future.					
Feeling a connection with the environment is important to me.					
I believe that the well-being of the natural environment can affect my own well-being.					
I feel committed to keeping the best interests of the environment in mind.					
	tourism community.   I discuss with people the issues of environmental protection in our eco-tourism community.   I try to convince partners to protect the natural environment in our eco-tourism community.   ar Regulation Behavior <sup>4</sup> When I see others' inadequate environmental behavior in our eco-tourism community, I will report it to the authorities.   According to the law, I will deter any behavior damaging the environment in our eco-tourism community.   I pick up trash and branches when I see them in our eco-tourism community.   I participate in cleanup activities for our eco-tourism community.   I am interested in strengthening my connection to the environment in the future.   Feeling a connection with the environment is important to me.   I believe that the well-being of the natural environment can affect my own well-being.   I feel committed to keeping the best interests of the	tourism community. I   I discuss with people the issues of environmental protection in our eco-tourism community. I   I try to convince partners to protect the natural environment in our eco-tourism community. I   ar Regulation Behavior <sup>4</sup> Image: Convince partners in adequate environmental behavior in our eco-tourism community, I will report it to the authorities. Image: Convince partners in adequate environmental behavior in our eco-tourism community, I will report it to the authorities.   According to the law, I will deter any behavior damaging the environment in our eco-tourism community. Image: Convention Convent Convention Convent Convector Convent Convent Convent Convector Conv	tourism community.II discuss with people the issues of environmental protection in our eco-tourism community.II try to convince partners to protect the natural environment in our eco-tourism community.Iar Regulation Behavior <sup>4</sup> IWhen I see others' inadequate environmental behavior in our eco- tourism community, I will report it to the authorities.IAccording to the law, I will deter any behavior damaging the environment in our eco-tourism community.II pick up trash and branches when I see them in our eco-tourism community.II participate in cleanup activities for our eco-tourism community.II am interested in strengthening my connection to the environment in the future.IFeeling a connection with the environment is important to me.II believe that the well-being of the natural environment can affect my own well-being.II feel committed to keeping the best interests of theI	tourism community.III discuss with people the issues of environmental protection in our eco-tourism community.III try to convince partners to protect the natural environment in our eco-tourism community.IIar Regulation Behavior4IWhen I see others' inadequate environmental behavior in our eco- tourism community, I will report it to the authorities.IAccording to the law, I will deter any behavior damaging the environment in our eco-tourism community.II pick up trash and branches when I see them in our eco-tourism community.II participate in cleanup activities for our eco-tourism community.II am interested in strengthening my connection to the environment in the future.IFeeling a connection with the environment is important to me.II believe that the well-being of the natural environment can affect my own well-being.II feel committed to keeping the best interests of theI	tourism community.IIII discuss with people the issues of environmental protection in our eco-tourism community.IIII try to convince partners to protect the natural environment in our eco-tourism community.IIIar Regulation Behavior <sup>4</sup> IIIIWhen I see others' inadequate environmental behavior in our eco- tourism community, I will report it to the authorities.IIIAccording to the law, I will deter any behavior damaging the environment in our eco-tourism community.IIII pick up trash and branches when I see them in our eco-tourism community.IIII am interested in strengthening my connection to the environment in the future.IIIFeeling a connection with the environment is important to me.IIII believe that the well-being of the natural environment can affect my own well-being.IIII feel committed to keeping the best interests of theIII

# 13. [Q13]-Pro-Ecological Attitudes<sup>6</sup>—[PEA] ( **អោតយ៉ាអ៊ីវិយោគាំន្រះអេតូល្បូស៊ី** )

			Measurement Scale					
	Please provide us an accurate answer based on your own judgment about the environmental issues in your community as	1= Strongly Disagree						
		2= Disagree						
Code		3= Neutral						
	much as you can by ticking (X) in the below provided.	4 = Ag	gree					
		5= Strongly Agree						
		1	2	3	4	5		
PEA1	This eco-tourism community strictly adheres to environmental rules and regulations.							
PEA2	This eco-tourism community employs local residents.							
PEA3	This eco-tourism community well-manages trash (i.e., recycles waste and paper).							
PEA4	This eco-tourism community provides information about the quality of the local environment.							
PEA5	This eco-tourism community supplies health food in the restaurants.							

Thank you for your prompt answer and spare time to participate in the survey! សូមអរគុណចំពោះចម្លើយដ៏យកចិត្តទុកដាក់ និងពេលវេលាង៏មានតម្លៃរបស់អ្នកដើម្បីចូលរួមក្នុងការស្ទង់មតិនេះ!

<sup>&</sup>lt;sup>4</sup>Cheng, T.-M., Wu, H. C., Wang, J. T.-M., & Wu, M.-R. (2019). Community Participation as a mediating factor on residents' attitudes towards sustainable tourism development and their personal environmentally responsible behaviour. *Current Issues in Tourism, 22*(14), 1764-1782.

<sup>&</sup>lt;sup>5</sup> Davis, J. L., Green, J. D., & Reed, A. (2009). Interdependence with the environment: Commitment, interconnectedness, and environmental behavior. *Journal of Environmental Psychology*, *29*(2), 173-180.

<sup>&</sup>lt;sup>6</sup> Uriely, N., Reichel, A., & Shani, A. (2007). Ecological orientation of tourists: An empirical investigation. *Tourism and Hospitality Research*, 7(3/4), 161-175. <u>http://www.jstor.org/stable/23745432</u>