

Table 1. Sample profile

Profiles		Percentage	Profiles		Percentage
		(%)			(%)
Gender	M	51.9	Occupation	Student	34.8
	F	48.1		Professional / cultural and technical personnel	7.8
Age	16-18	6.1		Civil servant	7.1
	18-25	39		Businessman	7.5
	26-35	28.4		Other	14.1
	36-45	13.1		Soldier	1.0
	46-55	7.2		Worker	20.9
	56-65	4.2		Farmers	1.4
	More than 65	1.9		Retired	5.4
Educatio n	Middle school or under	6.8		Monthly income	Less than RMB1550
	High School/Vocational School	18.2	RMB 1551-3000		17.4
	College/University	62.7	RMB 3001-5000		24.8
	Master	10.6	RMB 5001-8000		23.4
	Ph.D.	1.7	RMB 8001-12500		6.5
			More than RMB 12501	2.9	

Table 2. Measurement and Indicator loading

Construct	Indicators	Indicator loading	Composite reliability	Average variance extracted	T value	Cronbach's α
Tourism pro-environmental behaviors(TPEB)	TPEB1: I usually buy environmentally friendly tourism products	.810	0.845	0.525	46.979	0.770
	TPEB2: I usually buy accommodation products with eco-labels	.742			30.688	
	TPEB3: I often walk instead of driving if short distance	.673			21.202	
	TPEB4: I pick up the garbage left by others	.759			32.886	
	TPEB5: I persuade others to protect the natural environment	.622			17.348	
Domestic pro-environmental behaviors(DPEB)	DPEB1: I usually buy environmentally friendly products	.799	0.918	0.692	49.369	0.889
	DPEB2: I usually buy eco-labeled products	.842			75.166	
	DPEB3: I often walk instead of driving if short distance	.878			101.795	
	DPEB4: I pick up the garbage left by others	.805			38.672	
	DPEB5: I persuade others to protect the natural environment	.834			44.911	
Moral licensing(ML)	ML1: Doing some things that are positive for the environment means I am allowed to do other things that are less environmentally-friendly	.785	0.913	0.677	37.309	0.881
	ML2: If I save electricity through switching off appliances, I am entitled to use it in other ways such as by turning up the heating	.814			45.278	
	ML3: The environmental impact of flying on holiday can be made up for by reducing one's car use at other times	.841			49.962	
	ML4: If a person has a diet that is environmentally-friendly, this compensates for any environmental harm from them burning petrol/diesel in cars	.812			40.436	
	ML5: Reducing my environmental impact at home (e.g. by recycling) helps to compensate for any environmental impacts I have at work or elsewhere	.860			66.650	
Environmental attachment(EA)	EA1: Nature is quiet	.898	0.924	0.710	107.396	0.898
	EA2: Nature is fascinating	.872			78.864	
	EA3: Nature is powerful	.831			42.985	
	EA5: I love nature very much and are very interested in natural tourist destinations	.805			41.286	
	EA6: I feel relaxed and happy in the natural environment	.803			36.205	
Pro-environmental Identity (ID)	ID1: I would describe myself as an 'environmentalist'	.926	0.917	0.786	149.006	0.864
	ID2: I would not want my family or friends to think of me as someone who is concerned about environmental issues	.862			51.933	
	ID3: I think of myself as an environmentally-friendly person	.870			52.677	

Note: Sample size=717. item 'I would not want my family or friends to think of me as someone who is concerned about environmental issues' is reverse scored.