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Tourism destination development strategies for blue sustainability: its impact on the behavior and attitudes of tourists

the case of Bonaire

Tourism studies

Bachelor's thesis (C-thesis)

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Abstract

By addressing the study's two research questions, what impact tourism destination development strategies might have on visitor behavior and attitudes, and whether they might promote sustainable behavior, this study investigates the contribution of a destination's development strategies towards developing a sustainable blue tourism industry and their impact on tourists' attitudes and behavior. The study is then a case study, with its case being Bonaire using a questionnaire based survey in order to provide an understanding of how destination development strategies could be used for obtaining a blue economy and the effect these might have on tourist behavior and attitudes.

A blue economy is an economy that relies on marine ecosystems and coastal resources to support its economy while preserving them for future generations (Clegg et al. 2021). For small islands, tourism is often considered to be intertwined with marine ecosystems and natural resources as these provide islands with an attractive value for tourists to visit (Hall 2010; Uyarra et al 2009). Additionally tourism often functions as an important industry for economic and societal growth and development for small islands (Clegg et al. 2021). In contrast, tourism and tourist behavior have been highlighted as having harmful and damaging towards these resources and ecosystems (UNWTO 2008; Clegg et al. 2021; Grilli 2021). This creates a conflict between the need for the sustainability of island marine ecosystems and natural resources and the impact of tourism on those resources. The unsustainable behavior of tourists is often attributed to a lack of knowledge and information, minimizing their environmental awareness of the impact their behavior could have on the environment (Gössling 2018; Juvan & Dolnicar 2021; Gao et al. 2017). By implementing a blue economy strategy an island can work with highlighting human-ocean-related activities and the impact these have locally and globally as they would try to strategically use coastal resources to promote economic development while safeguarding ocean and coastal ecosystems. The study found that destination development strategies, for obtaining a blue economy, could contribute by providing tourists with a learning opportunity. This could provoke higher levels of attitudes towards destination development strategies with tourists. If this is combined with proper behavioral guidelines, this could increase tourists' self-awareness of behavior and impact, and could increase tourists' self-ascribed responsibility towards the destination to act sustainably and minimize harm.

Keywords: *"Destination Development Strategy", "Blue Economy", "Tourist Behavior", "Knowledge, "Awareness", "Marine ecosystem", "Sustainability".*

Sammanfattning

Genom att ta itu med studiens två forskningsfrågor, vilken inverkan destinationers utvecklingsstrategier kan ha på besökarnas beteende och attityder, och om de kan främja hållbart beteende, undersöker denna studie bidraget från en destinations utvecklingsstrategier för att utveckla en hållbar blå turistindustri och deras inverkan på turisternas beteende och attityder. Studien är sedan en fallstudie, med Bonaire som fall och använder en enkätbaserad undersökning för att ge en förståelse för hur destinationers utvecklingsstrategier kan användas för att få en blå ekonomi och vilken effekt dessa kan ha på turistbeteende och attityder.

En blå ekonomi är en ekonomi som förlitar sig på marina ekosystem och kust resurser för att stödja sin ekonomi samtidigt som dessa resurser försöker bevaras för kommande generationer (Clegg et al. 2021). För små öar anses turismen ofta vara sammanflätad med marina ekosystem och naturresurser eftersom dessa ger öarna ett attraktivt värde för turister att besöka (Hall 2010; Uyarra et al 2009). Dessutom fungerar turismen ofta som en viktig industri för ekonomisk och samhällelig tillväxt och utveckling för små öar (Clegg et al., 2021). Däremot har turism och turistbeteende diskuterats kunna påverka dessa resurser och ekosystem negativt (UNWTO 2008; Clegg et al. 2021; Grilli 2021). Detta skapar en konflikt mellan behovet av hållbarhet hos öarnas marina ekosystem och naturresurser och turismens inverkan på dessa resurser. Det ohållbara beteendet hos turister förklaras ofta som en brist på kunskap och information, vilket minimerar deras miljömedvetenhet om den inverkan deras beteende kan ha på miljön (Gössling 2018; Juvan & Dolnicar 2021; Gao et al. 2017). Genom att implementera en strategi för blå ekonomi kan en ö arbeta med att lyfta fram människor-hav-relaterade aktiviteter och den inverkan dessa har lokalt och globalt. Studien fann att utvecklingsstrategier för små ö destinationer kan bidra genom att ge turister en möjlighet att lära sig. Detta skulle kunna provocera fram högre nivåer av attityder till destinationers utvecklingsstrategier hos turister. Om detta kombineras med korrekta beteenderiktlinjer kan detta öka turisternas självmedvetenhet om beteende samt påverkan vilket kan öka turisternas ansvar gentemot destinationen att agera hållbart och minimera skadan.

Keywords: *"Destination Development Strategy", "Blue Economy", "Tourist Behavior", "Knowledge, "Awareness", "Marine ecosystem", "Sustainability".*

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Preface

This Bachelor's thesis is the final part of my three-year education in tourism science at the University of Karlstad. During the years of studying I have been made much more aware of how and what the tourism industry is and what impact it might leave on a destination, both positively and negatively. This has sparked my interest in sustainability efforts and, when I first heard about the island of Bonaire, I immediately was intrigued by the efforts they had put into protecting their nature which made me want to write my B-thesis about the island. After my B-thesis I already knew that I, again, wanted to increase my knowledge about this island and, even though this island may be geographically far away it certainly has come close to my heart.

I want to express my gratitude to everyone who has supported me throughout this process so that I could complete this study and who has provided me with insightful and important feedback. Additionally, I want to express my gratitude to everyone who has been willing to participate in the questionnaire-based survey. I would like to thank you for the insights you have provided and informative responses. It has been a labor-intensive but incredibly fascinating study to conduct. Thank you all.

/ Demy van Bremen

1. Introduction

Chapter one provides an introduction for the study's research topic, its problem formulation, purpose and research questions and the stud's demarcations. The chapter then further includes a definitions lists for important concepts of this study followed by a description of the study's disposition.

A blue economy is an economy that relies on marine ecosystems and coastal resources to support its economy while preserving them for future generations to come (Clegg et al. 2021). Tourism is then often an important industry for small islands within the blue economy. For small islands, the tourism industry is recognized as an important economic sector for the contribution of economic growth and development (Clegg et al. 2021). The ocean and coastal resources of islands, such as beaches, coral reefs, exotic wildlife and scenic values often function as the foundation for tourism on small islands as they are seen as key for providing islands with an attractive value (Clegg et al 2021, Uyarra et al 2009). In addition, tourist satisfaction has been recognized to be influenced by destination-specific conditions making island economies rely on the state of their ocean and coastal resources. (Beeharry et al 2021; Esparon et al. 2015; Hall 2010; Uyarra et al. 2009).

On the other hand, the tourism industry has to a great extent been associated with negative impacts on ocean and coastal resources and is often seen as a major contributor to climate change; mainly due to greenhouse gas emissions from travel, accommodation, tourist activities, and energy use (UNWTO 2008; Clegg et al. 2021; Grilli 2021). It is then often discussed in the literature that tourists themselves do not behave in an environmentally friendly manner, either while traveling and/or interacting with a destination's environment (Juvan & Dolnicar 2021). Ocean based recreational activities are highlighted in the literature as having the potential to disturb and harm the natural habitats of marine plants and animals (Beeharry et al 2021; Webler & Jakubowski 2016; Camp & Fraser 2012). In addition tourist who participate in ocean-based recreational activities often tend to litter, forming a direct threat to marine animals and seabeds as well as it could lessen the aesthetic appeal of a destination (Beeharry et al. 2017; Schlining et al. 2013). Cruise tourism creates a situation where large numbers of tourists disembark the ship over a short period of time, often breaching the carrying capacity of coastal destinations (Carić & Mackelworth 2014). In addition, cruise passengers have little time to visit and learn about destinations, which leaves them with incomplete impressions and thus knowledge of destinations

(Sanz-Blas et al. 2017). Thereby the tourism industry and tourist behavior is often discussed as impacting the environment, marine ecosystems and social sustainability of its surroundings and resources negatively (UNWTO 2008; Clegg et al. 2021; Grilli 2021). This then creates a conflict between the need for the sustainability of island ocean and coastal resources and the impact of tourism on those resources, calling for the need for proper destination management.

Lack of knowledge and awareness are seen as key drivers of unsustainable tourist behavior due to that a lack of information prevents the tourist from understanding the need to lessen their environmental impact (Juvan & Dolnicar 2021; Gao et al. 2017). Gössling (2018) further highlights that norms and knowledge are considered to be fundamental for behavioral change towards more sustainable behavior.

Developing regulations and policies could in this case help tourists make more sustainable decisions, thereby promoting sustainable behavior and creating sustainable norms that could reduce the negative impacts of tourism as they help by providing information and thus knowledge towards tourist (Gao et al. 2017; Line et al. 2018; Schwartz 1977). If not controlled, tourists could intentionally and/or unintentionally act unsustainably due to a lack of knowledge and interest, forming a threat towards the resources that are functioning as the foundation of a destination's tourism industry. With clear guidelines, regulations and policies, tourist would have the opportunity to make environmentally friendly decisions which could help reduce the negative impact of tourism (Baruca et al. 2022).

1.1 Problem formulation

While being an important driver for economic development and growth for small island blue economies, tourism often relies on the health and state of island ocean and coastal resources for its attractive value (Clegg et al 2021, Uyarra et al 2009). In contrast, tourism and tourist behavior have been highlighted in the literature as having harmful and damaging effects on these resources and environments, as well as contributing to global climate change, raising international concerns (UNWTO 2008; Clegg et al. 2021; Grilli 2021). Tourist often do not behave in an environmentally sustainable way (Baruca et al. 2022; Juvan & Dolnicar 2021; Beeharry et al 2021; Webler & Jakubowski 2016; Camp & Fraser 2012). This is then often due to a lack of knowledge and information, minimizing their environmental awareness about the impact they have on the environment with their behavior (Gössling 2018; Juvan & Dolnicar

2021; Gao et al. 2017). As a result, destination development strategies could be seen as highly important in order to minimize the negative impacts of tourism and tourist behavior (UNWTO 2008; Clegg et al. 2021). By examining tourism destination management strategies for a blue economy, this study aims to contribute to a better understanding on the impacts of a destination's development strategies and what effects it can have on tourist behavior and attitudes for small island tourism-driven blue economies.

1.2 Purpose

The purpose of the study is to investigate the contribution of a destination's development strategies towards creating a sustainable blue tourism industry and its impact on tourists' attitudes and behavior.

1.3 Research questions

- What effect do tourism destination development strategies have on tourist behavior and attitudes?

- Do tourism destination development strategies encourage sustainable behavior with tourists?

1.4 Demarcation

In order to be able to provide a good understanding on a destination's development strategies impact towards creating a sustainable blue tourism industry and tourists' attitudes and behavior, I chose to demarcate to study towards a specific area. The study will be focusing on the case of Bonaire in order to gain a more in-depth insight on the destination's development strategies impacts. The island of Bonaire is a small island in the Caribbean (Figure 3) who in large parts has understood the value of its environment and the need for sustainability. In terms of blue sustainable tourism development, Bonaire has been one of the most progressive destinations with its developments as it tries to become the Caribbean's first blue destination (Tourism Corporation Bonaire 2017). Bonaire has been protecting its waters since 1979 with the establishment of its marine park (STINAPA 2019). A tourism strategic plan was introduced in

2017, where the island explains that it is aiming towards becoming the Caribbean's first blue destination. The plan itself serves as a guide for future island growth and the preservation of its natural resources (Tourism Corporation Bonaire 2017). Furthermore, the campaign, "It's in our nature", has recently been launched in order to spread more awareness about Bonaire's nature and people and how the destination tries to manage and preserve it (Bonaire Island 2022). This in order to create and attract more eco conscious visitors across the globe. In addition, its economy is heavily reliant on its tourism sector while its tourism sector is heavily reliant on its marine ecosystem. All this together makes Bonaire a relevant area to study for the purpose of this paper.

1.5 Concepts' definitions list

Blue economy - A blue economy has been highlighted in this study as "The intelligent management of coastal resources to drive economic growth while protecting the ocean and coastal ecosystems". (The Caribbean Development Bank 2018, p.26)

Blue destination - "A Blue destination is a sustainable use of ocean resources for growth, well-being, jobs, and ocean ecosystem health" - Tourism Corporation Bonaire (2017, p. 7). The goal of establishing a blue economy, according to Tourism Corporation Bonaire (2017), is to emphasize the relationship between human activity and the marine ecosystem that occurs in an ocean economy.

Destination development strategy - In this study destination development strategies are seen as the strategic planning of tourism that provides an overall vision of the goals of a destination and a roadmap for how to accomplish these goals.

1.6 Disposition

The introduction chapter, chapter one, includes an introduction of the study's research topic followed by the study's problem formulation, purpose, research questions, demarcations, concepts definitions and the description of the study's disposition.

The theoretical perspective/ Literature review chapter, chapter two, includes the theoretical perspective used in the study where I present literature and previous research around the relationship between tourism, island economies and the marine ecosystem. The impact tourism and tourists behavior, directly and indirectly, can have on the marine ecosystem and natural resources of an island destination and how tourist behavior and attitudes can be shaped.

The method chapter, charter three includes an overview of the methodology used. Here I clarify, describe, discuss and motivate for my chosen method and my choice for the questionnaire's design, selection process, the conduct of the survey and the processing, analyzing and coding process of the survey's answers. In the end of the chapter you will find a reflection of my chosen method in relation to reliability and validity, critics and research ethical considerations and positions.

The results chapter, chapter four, includes the results of the questionnaire-base survey as well as background information of the island of Bonaire to provide context to the survey's answers.

The discussion and analysis, chapter five, includes a discussion of the study's results in relation to the previous research discussed in chapter 2. Here a broader understanding of the problem, research questions and purpose is trying to be obtained by discussing the studies results to the theory.

The conclusions, chapter 6, summarizes the study's findings on the research questions and purpose of the study, and includes my reflections on the study's limitations and recommendations for future research.

2. Theoretical perspective/ Literature review

Chapter two includes the theoretical perspective used in this study. Here I highlight the relationship between tourism, island economies and the marine ecosystem. What impact tourism and tourists behavior, directly and indirectly can have on the marine ecosystem and natural resources of an island destination and how tourist behavior and attitudes can be shaped.

2.1 The relation between tourism, island economies and marine ecosystems

In order to gain an understanding about how a destination plans for tourism it is important to understand the complexity of the relationship between tourism, island economies and marine ecosystems.

Marine ecosystems are often said to provide islands with fundamental assets that can function as attractions to draw tourists. Hall (2010) emphasizes that islands often attract tourist due to their high scenic value, exotic wildlife and culture. Uyarra et al. (2009) emphasizes that nature and coral reefs often are seen as crucial components for an island's tourism industry. Uyarra et al. (2009) examined the connection between the actual condition of coral reefs and the perception of visitors to highlight the significance of management and protection of all coral reef attributes in order to maintain its attractiveness as a tourist destination. The condition of the corals, their color, and the quantity of fish all are thought to have a significant impact on visitor satisfaction when engaging in recreational water activities for the purpose of tourism (Uyarra et al. 2009). Esparon et al. (2015) then emphasize that rather than the product itself, experience comes from the assets of the product. This means that an island is regarded as the tourist product and that its coral reefs, fish species, and other ecological and marine attributes are considered as the characteristics of the product that affects the satisfaction of the visitors.

Clegg et al. (2021) state that tourism is often functioning as the primary driver of economic growth and social development, especially highlighting the Caribbean. The ocean is often said to be the foundation of island economies and ways of life, providing the islands with food, employment, and culture (Clegg et al. 2021). Moreover, coastal ecosystems provide protection by

lessening the effects of erosion and coastal flooding brought on by storms and rising sea levels (UNWTO 2008). The health of island's coastal ecosystems is thus not only crucial for its role as tourist attractions and serving as the foundation of the tourist industry but also for its ability to protect the island and its inhabitants against erosion and coastal flooding brought on by storms and sea level rise. In order to find a sustainable middle ground where economic development and the preservation of marine life can coexist, destination management strategies must thus weigh the loss of marine ecosystems against potential economic growth. Weighing marine preservation against economic growth then forms the basis of a blue economy.

2.2 A Blue Economy

The term “blue economy”, before referred to as “ocean economy”, has been introduced by the United Nation Conference on Trade and Development in 2014 and originates from the “green economy” concept (endorsed at the United Nations Conference on Sustainable Development, held in Rio de Janeiro in 2012) and shares the same values of improving human wellbeing as well as social equity, while minimizing environmental and ecological risks and scarcity (UNCTAD 2014). Clegg et al. (2021) highlights that the blue economy concept has since been used to discuss human-ocean-related activities. The Caribbean Development Bank (2018, p.26) states that "The blue economy calls for the intelligent management of coastal resources to drive economic growth while protecting the ocean and coastal ecosystems". Tourism Corporation Bonaire highlights that about 75% of all Caribbean coral reefs are at risk from human activity. Clegg et al. (2021, p.143) further state “Leveraging a Blue Economy strategy will allow Caribbean countries to more effectively drive the triple bottom line of sustainable development: growing the economy, protecting the environment and advancing social wellbeing”. According to the World Bank and UNDESA (2017), a sustainable blue economy must provide benefits for both current and future generations in terms of social and economic development, safeguard, restore, and maintain marine ecosystems, use clean technologies, renewable energy, and a circular material flow, and be governed by both public and private enterprises. Thus a blue economy relies on marine ecosystems to support its economy while preserving them for future generations to come.

2.3 Impact from tourism and tourists on marine ecosystems

While tourism thus could bring multiple advantages for a small island, such as job creation, economic development, and social welfare, there are often as well concerns in the literature that tourism could negatively impact the island's ecosystems and the environment (Hsiao et al 2021; Clegg et al 2021; Beeharry et al. 2021; Abdullah et al. 2019.).

It is discussed that environmental resources, such as the beach, coral reefs, forests, water, and vegetation, are important for the attractiveness of island destinations and can be negatively affected by tourism-related activities combined with poor management (Beeharry et al. 2021). If not managed correctly, tourist behavior and attitudes towards sustainability and the environment as well as their interactions with the environment could cause harm to the environment (Abdullag et al. 2019). In order to create an effective destination management strategy and obtain a blue economy it is thus important to understand how tourist directly and indirectly could impact the destinations' marine ecosystems.

2.3.1 The impact of tourist engaging in recreational activities

Recreational activities are highlighted as having the potential to disturb and harm the natural habitats of marine plants and animals (Beeharry et al. 2021). The coral reefs could suffer significant harm from activities like snorkeling and scuba diving if carried out improperly or recklessly (Beeharry et al. 2021). According to research by Webler and Jakubowski (2016), snorkeling has been shown to put corals under stress, have a negative effect on reefs, and can even reduce corals' reproductive output. Furthermore, coral reefs are slow to regrow, making interaction with marine wildlife harmful for their physical health. Additionally, it was discovered that snorkeling and diving contributed to eutrophication, and when engaging in such activities, tourist have a tendency to litter (Beeharry et al. 2017). Besides the litter from tourists engaging in snorkeling and/or diving activities it is frequently discussed that visitors overall participating in beach activities, such as sunbathing, often leave trash behind (Beeharry et al 2017). This could then attract animals and bacteria as well as forming a direct threat to marine animals who could entangle themselves in, or ingest, the trash (Schlining et al. 2013; Beeharry et al. 2017). Furthermore, marine litter could damage the seabed and cause buildup of toxic waste and thereby negatively impacting marine ecosystems (Schlining et al. 2013). Additionally, litter could negatively influence the aesthetic appeal of a destination and thereby could discourage tourists

from visiting them since the aesthetic is of importance for the attractiveness of the destination (Esparon et al. 2015; Uyarra et al. 2009; Hal 2010).

Camp and Fraser (2012) further examines the impact divers can have on the marine ecosystem. It is highlighted that corals may become more vulnerable to other pressures, such as disease, as a result of diving. Fin kicks are frequently highlighted as a cause for coral to break (Camp & Fraser 2012; Webler & Jakubowski 2016). Damage from abrasion tears the corals' tissue membranes that act as a barrier against disease. Divers can further harm an ecosystem by making the water more turbid, which can cause a transition from a coral-dominated ecosystem to one where algae predominates due to sedimentation risking algal growth over coral (Camp & Fraser 2012).
Moreover it has been discussed that

2.3.2 Indirect impact and the contribution to climate change

The UNWTO (2008) emphasizes that the destination's environmental resources, which are thought to be essential for the attraction of a destination, can be impacted negatively by the climate. Indirectly, the tourism sector itself contributes to climate change, primarily through greenhouse gas emissions from travel, accommodation, tourist activities, and energy use (UNWTO 2008). Approximately 5% of all greenhouse gas emissions worldwide in 2016 were attributed to the transportation associated with tourism (UNWTO & ITF 2019). Moreover, long-haul flights and cruises are estimated to produce up to 35 times more CO2 emissions than average trips (UNWTO 2008). Besides the CO2 emissions, cruise tourism has been highlighted as a major producer of marine debris, polluting the sea (Carić & Mackelworth 2014). Additionally cruise ships carry ballast water for stabilization of the ship which has been highly linked with the transmission of invasive species and diseases between destinations, putting stress on local marine ecosystems. Clegg et al. (2021) emphasize that the Caribbean is extremely vulnerable to the effects of climate change, including coastal flooding, extreme weather, the loss or reduction of beaches, and losses in coastal ecosystems. The most vulnerable regions to climate change, according to the UNWTO (2008), are island and coastal areas. Rising temperatures and sea levels and increased intensity in storms all cause stressors on the marine ecosystem resulting in erosion, beach loss, coral reef and mangrove loss, flood hazards and pollution of freshwater (UNWTO 2008).

As stated by the UNWTO (2008) all tourist destinations must manage and adapt their operations to climate change in order to be economically, socially, and environmentally sustainable. They also emphasize that while the tourism industry cannot solve the problems brought on by climate change on its own, it can start by developing a destination development strategy to restrain tourism growth, manage energy use, and reduce greenhouse gas emissions. Additionally, they emphasize the need for a global sustainable development agenda to address the global climate change issue (UNWTO 2008).

2.3.3 Cruise tourism and its impact on the marine ecosystem

Cruise tourism is recognized as an important part of the Caribbean tourism industry (Carić & Mackelworth 2014). Today it is often discussed that cruise ships function as a small-scale resort providing everything from accommodation, catering and transportation to recreation activities for tourists to enjoy (Carić & Mackelworth 2014; MacNeill & Wozniak 2018). Coastal regions often function as a single-/half-day visit destination for these cruise liners. While this may provide an opportunity for coastal regions to profit from cruise tourism, it is discussed that cruise tourists provide their needs from the cruise liners as they sleep, eat, drink and book activities, thus spending the money while being onboard and to the cruise liners (MacNeill & Wozniak 2018). This in itself is discussed as making spending directly by tourists at destinations less likely as everything already is provided by the cruise liner. On the other hand, cruise liners may pre book activities for their quests and pay taxes as well as docking fees at and towards their destinations (MacNeill & Wozniak 2018).

Additionally, the number of passengers aboard cruise ships have dramatically increased over time with more than 87% of the cruise ships, according to Carić and Mackelworth (2014), now being able to carry more than 1250 passengers onboard. Consequently this creates a situation where large numbers of tourists disembark the ship over a short period of time, often breaching the carrying capacity of coastal destinations as they often lack the infrastructure to accommodate that many tourists given the timespan (Carić & Mackelworth 2014). When the carrying capacity is maxed tourists could have concentrated negative impacts on coastal destinations, threatening natural and cultural heritage (Carić & Mackelworth 2014).

In addition, cruise passengers have little time to visit and learn about destinations, which leaves them with incomplete impressions and thus knowledge of destinations (Sanz-Blas et al. 2017).

This could lead to unsustainable behavior, as knowledge is considered an important driver for sustainable behavior (Gössling 2018). Therefore, information provided and gathered of the destination before disembarking could be an important factor for obtaining a more complete image of the destination (Sanz-Blas et al. 2017). Stay over visitors on the other hand are given more time at a destination and visit the destination specifically for the destination making it easier for them to obtain a better impression of the specific destination they visit before visiting and while being at the destination (Martínez-Roget et al. 2020).

If not properly managed, tourism and the unsustainable behavior of tourists could thus be considered to be destructive towards its own industry and destination. This in itself calls the need to understand how desired behavior is encouraged among tourists in order to minimize the negative impact they could have on their destination as well as their decisions impacts on the wider tourism industry.

2.4 Destination management and planning for sustainable tourist behavior

In order to understand how desired sustainable tourist behavior is encouraged it is important to gain an understanding about how and why tourist behave in the way they do. In the literature it is discussed that tourist nowadays have numerous opportunities to minimize their environmental impact (Juvan & Dolnicar 2021). Tourist have the opportunity to make environmentally friendly decisions which can help reduce the negative impact of tourism (Baruca et al. 2022). Some behaviors directly lessen negative environmental impact, such as choosing vacation destinations close to home to limit transportation-related greenhouse emissions. Other behaviors make up for the negative environmental impact of their vacation, such as buying carbon offsets for a flight (Juvan & Dolnicar 2021). Therefore, it can be discussed that visitors have a choice in how much of an impact they will want to have on a destination. However, according to Juvan and Dolnicar (2021) tourists frequently do not act as environmentally friendly as they would like to, despite their best efforts. Excuses like denial and comparison are frequently used to justify behavior within oneself and is acknowledged as a common phenomenon with tourists (Juvan & Dolnicar 2021). Often excuses are made due to a lack of knowledge about the impact. Lack of knowledge is seen as a key driver of unsustainable behavior due to that a lack of knowledge and lack of

information prevents the tourist from understanding how and why they should lessen their environmental impact (Juvan & Dolnicar 2021).

Different theories of behavior, such as norm-activation theory (Schwartz, 1977), theory of planned behavior (Ajzen, 1991), or value-belief-norm theory (Stern, 2000), have been used to study behavioral change as a function of creating norms. According to Steg and Vlek (2009), behavior is influenced by both internal factors, such as early cognitions, perceptions, moral motivations, and personal norms and habits, as well as external factors, knowledge, cost, alternatives and social norms. As a result, behavior is embedded in complex wide frameworks of social and personal norms and conditions (Gössling 2018). Gössling (2018) highlights that norms and knowledge are considered to be conditional for change in all theories of behavior.

2.4.1 Providing knowledge and Creating awareness

Gössling (2018) emphasizes that in order for knowledge to promote behavioral changes towards more sustainable and environmentally friendly behavior the knowledge should have to include four interrelated dimensions. The first being knowledge of how ecosystems work and how humans affect them. Second, the understanding that the stability and efficiency of ecosystems could be threatened by the effects of climate change. Third, resources such as energy, clean water, food, land, as well as minerals and metals, are getting harder to come by and more expensive to produce. Additionally, the production of these resources has a significant negative impact on the environment due to changes in land use, the loss of ecosystems, and the extinction of species. Fourth, the design and operation of the global economic system encourages human interference with the before mentioned. The current economic system has a tendency to promote resource exploitation and to put the health of the world's ecosystems at risk.

Abdullah et al. (2020) instead highlights three different types of knowledge, factual knowledge, conceptual knowledge and procedural knowledge, where the first is the understanding of the connections between ecosystems, the interactions between organisms, and the causes of environmental problems. Higher levels of this type of knowledge is then believed to provoke higher levels of attitude toward environmental policy. The second type of knowledge is seen as the understanding of what one could do inorder to resolve environmental problems. It is a higher level of knowledge that establishes a connection between factual knowledge and knowledge of the methods that can be used to lessen environmental issues. As a result this type

of knowledge refers to awareness of potential solutions or action strategies that can be created. Accordingly, travelers who are aware of action strategies are more likely to practice environmentally friendly behavior than those who only have a general understanding of environmental problems (Abdullah et al. 2020). The last type of knowledge is understood as impact knowledge, it is a reflective state between concept, situation, strategy, and the individual to determine the most efficient way to deal with environmental problems.

Both Gössling (2018) and Abdullah et al. (2020) highlight that learning processes can increase sustainable behavior. Gössling (2018) highlights that it can increase the willingness to support wildlife conservation, promote appropriate behavior in wildlife encounters as well as learning about the overall environment and what impact one has on it. Therefore it is argued that the "tourism industry has a responsibility to engage visitors in transformative learning experiences to foster and support processes of sustainability" (Gössling 2018, p.295). Abdullah et al. (2020) highlights that providing knowledge provides the tourist with a learning opportunity about their behavior and the impact it has on the environment so that they can understand how they can act in order to minimize their impact. Environmental knowledge is seen as an important tool in order to help people understand the basics of environmental issues, which then may lead to a stronger sense of responsibility for the environment and thereby provoking sustainable behavior (Abdullah et al. 2020).

2.4.2 Shaping responsibility and norms

By providing the tourist with knowledge about their impact on the environment and how they could act in order to minimize negative impact it could help tourists become more aware of the decisions they make and what resultats the decisions will have (Gössling 2018; Schwartz 1977). Gao et al. (2017) then highlights that the degree to which tourists hold themselves and others accountable for acting sustainably is positively influenced by their awareness and perceptions of the negative effects of tourism.

According to Schwartz (1977) norm-activation theory, prosocial or pro-environmental behavior could be the result of when a person is aware of an unfavorable consequence for others or the environment (awareness of consequence), and accepts responsibility for that consequence (ascription of responsibility). This then provokes the tourists' sense of responsibility, creating a personal norm, which then may lead to sustainable tourist behavior (Gao et al. 2017). A norm is then understood as an unwritten socially accepted rule that tells one what behavior is socially

accepted and what not (Schwartz 1977). Thus by creating destination management strategies that provide tourists with a clear image and definition of how one interacts with the environment, desired sustainable behavior could be provoked due to the shaped norms informing the tourist how to behave according with social group norms (Line et al. 2018).

3. Method

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*Charter three includes an overview of the methodology used. I first provide an overview of the philosophical approach to the study, namely critical realism, the abductive reasoning approach, and the design of the research as a case study. Then, I clarify my choice of method and continue on with a description of the chosen method, questionnaire-based surveys. Additionally I describe my choice for the questionnaire's design, the selection process of the study participants, the conduct of the survey and the processing, analyzing and coding process of the survey's answer*s *Lastly I discuss my chosen method according to reliability and validity, its critics and research ethical considerations and positions.*

3.1 Critical Realism

Danemark et al. (2019) highlights the importance of defining the philosophical approach a researcher has had on science in order to understand the ontological and epistemological approaches of the study. A philosophy of science is based on the researcher's individual worldview and serves as the methodological and analytical foundation. This study takes on critical realism as its philosophical approach. Critical realism's fundamental principle, that the world exists apart from the observer, stems from the realist viewpoint (Holm Ingemann 2016). This suggests that humans are capable of understanding and observing the world objectively, which allows them to identify patterns that help in understanding the world and its realities. Furthermore, in contrast to realism, critical realism adopts the stance that the world is complex, thus highlighting that there are multiple levels of reality (Danemark et al. 2019). Thus in this study, I have adopted a position where the world exists independently of me as a researcher while I still acknowledge the complexity of the world. As a result, I believe that both structures and processes play a role in the creation of events in the world, though I also believe that the decision to act is what ultimately causes events to take place and actions to be taken. With this in mind, it can be said that while action alone is what creates change, structures and mechanisms both enable and restrain it.

According to Bhaskar (2008), critical realism often makes a distinction between three ontological domains; the empirical, the actual, and the real. The real domain consists of the structures and the mechanisms that contribute to the production of events in the world and that enable or

constrain people's behavior within social settings. The actual domain is where events happen and where people perform their action. In other words, the structures and mechanisms enable and constrain action while it is the actual action that makes things happen. The empirical domain, which in scientific contexts contains our "data", then consists of what is experienced and is seen as separated from the actual domain (Bhaskar 2008). Critical realism then tries to examine the mechanisms by which an event can result in a new structure or an entirely new event (Danemark et al. 2019). This study seeks to examine how destinations' policies and planning strategies can affect behavior. The study then takes on a respondent completed questionnaire based survey as its main method for data gathering meaning that the data will not be gathered in a dialogue like with me as a researcher. By not interacting with the respondents, I stand outside this social process of causing and creating events that take place on the spot making my results independent of me as a researcher. Furthermore, questions from respondents about Bonaire's strategies, sustainability, and behavior will be addressed only after the questionnaire has been completed. This thus means that while the questionnaire is being filled out, I as a researcher stay outside of the actual and real domain, not interacting with the respondents, allowing me to obtain objectivity in the data.

3.2 Abductive Reasoning

The study then adopted an abductive approach, where theoretical data served as the foundation for the empirical data that were later developed and compiled with the theory. Thus, throughout the course of the study, the research process alternated between theory and empiricism and was constantly changing. An abductive approach, according to David and Sutton (2011), focuses on finding connections between theory and empiricism that lead to a gradually deepening understanding of the subject. To better understand the situation, the study first looked for relevant scientific research. This included studies on the blue economy, the value of natural resources to tourism, the destructive aspects of tourism, the function of destination development strategies, visitor behavior, and the vulnerability of tourism. A questionnaire-based survey was then conducted to gather more insightful information about the case. Later, the questionnaire-based survey's answers were compared with existing literature to find mechanisms that may indicate a possible hypothesis towards the problem. This is in contrast with inductive reasoning as this approach would focus more on finding a hypothesis beforehand rather than a knowledge gap and testing this hypothesis in order to make generalized conclusions to broader populations (David & Sutton 2011). For this study, if an inductive approach would have been

implemented, this would mean that generalized conclusions would be made for island destinations in general. Instead I acknowledge that the gathered data is time and space specific and that generalized conclusions only can be made for tourists on Bonaire at the given time. Abductive reasoning aims on generating explanatory hypotheses that fit the observed data rather than testing plausible hypotheses (David & Sutton 2011). Thus instead this study focuses on finding the most reasonable or likely explanation that can account for the available evidence by seeking and identifying patterns in the observed data and literature in order to create a gradually growing and mainly greater understanding of the phenomenon.

3.3 Case Study

The study then focuses on the Case of Bonaire. According to David and Sutton (2011), a case study is a type of research that tries to explain, look into, or describe a particular case. A case can then be thought of as a particular area of analysis (David & Sutton 2011). Bonaire as a case has been chosen due to its unique and progressive work with destination development in order to become the Caribbean's first blue destination. Since 1979, Bonaire has been protecting the waters surrounding the island with the Bonaire National Marine Park (STINAPA 2019). Moreover, in 2017, Bonaire introduced their blue destination strategy together with its certification system for companies (Tourism Corporation Bonaire 2017; Good Travel Seal n.d..). In 2023, Tourism Corporation Bonaire launched a new campaign called "Bonaire Bond" where they encourage tourists the sign a pledge to respect wildlife, to be eco-aware, safe, careful, tread lightly, and to leave no trace as well as to respect the home and culture of the local community as one's own family and to always be a friend, to be mindful of the ocean and how they interact with and treat it in order to keep Bonaire Blue (Bonaire Island n.d.). The contribution of the destination development strategies towards tourist behavior is examined in order to gain a better understanding of destination development strategies and the impact they have on tourist behavior and attitudes. As a result, the analysis of the case's internal dynamics is the primary focus. On the other hand, Bonaire is then a part of a wider system (David & Sutton 2011). As a result, the case study may help shape how the destination development strategies contribute to public policy making for blue island tourism economies and how it can be applied to more effectively lessen the negative impacts of tourism and tourists. Smith (2017) emphasized that case studies provide a deeper understanding and a summary of information about a specific phenomenon. By examining the case of Bonaire the study aims to gain a better understanding of

the contribution of destination development strategies and their impact on tourist behavior and attitudes.

3.4 Choice of method

In combination with the research characteristic of being a case study and its abductive approach as well as critical realism as its view, this study gathers primary data by conducting a questionnaire-based survey with closed, open-ended and likert scale questions. This is to be able to examine tourist behavior, attitudes and interaction towards and with the island, the marine ecosystem and nature of Bonaire as well as to be able to examine the possible role destination development strategies can have on creating a sustainable tourism industry and encouraging sustainable behavior with tourists.

Primary data is discussed by David and Sutton (2011) as highly valuable because of its relevance towards the study due to that the data is gathered by the researcher themselves for the direct purpose of the study. This study then requires specific information from people (tourists) in order to understand how tourist behave and what attitudes they have because it seeks to understand how destination development strategies affect tourists' attitudes and behavior. As this study seeks to find patterns in behavior and attitudes for the wider population of tourist on Bonaire, methods such as a questionnaire, interviews and/or observation would be possible to take into consideration for the decision of the study's method. Interviews would provide more in-depth answers than questionnaires but are on the other hand more time-consuming (David & Sutton 2011). This would make it hard to obtain a certain level of saturation, in the given time period for conducting the survey, to be able to draw patterns between the huge datasets needed for the wider population. Observations could on the other hand provide information that otherwise, with interviews or questionnaires, would not be given due to that respondents might alter their answers in order to answer what they think I as a researcher would like for them to answer (David & Sutton 2011). This then raises questions about if the observation should be open or hidden as open observations might give the same problem of "interviewee effect" as people know about that they are being observed. The method of a hidden observation might on the other hand raise ethical and privacy questions as one would be observing tourists who are at the beach, probably in swimwear, without them knowing. With questionnaire's one would be able to collect and record data from a larger respondent sample in a relatively shorter time period (Veal 2018). The ability to collect and record fundamental data on the frequency of attitudes, meanings, and perceptions among the general population is often discussed as being provided by

questionnaire methods, demonstrating not only the existence but also the degree to which particular attitudes are prevalent (Smith 2017; Veal 2018).

Although interviews would give a more detailed view of individual attitudes, meanings, and perceptions and, observations could provide information that tourists would not provide with questionnaires and in interviews, the questionnaire method would be more applicable as this study seeks to find patterns in behavior and attitudes for the wider population of tourists on Bonaire and would minimize ethical and privacy concerns.

3.5 Questionnaire-based survey

The questionnaire is a on-site respondent-completed questionnaire containing a combination of closed, open-ended and likert-scale questions that had been distributed to tourists willing to participate who were visiting the different dive/snorkel/beach spots on Bonaire selected for the study (See 3.5.3 Conduct of survey and figure 2 for locations). In total 188 tourist were asked to participate by answering the questionnaire, of which 152 were willing to participate. Of the total amount of answered questionnaires, 150 were useful for the purpose of the study giving a response rate of around 79,8% (see figure 1 for the non-response analysis and response rate). The study's non-response frequency is around 19,1% as 36 respondents who were asked to participate were unwilling to fill out the questionnaire. According to Weisberg (2016), this non-response frequency could lead to a bias sample if the individuals who do not participate differ systematically from those who do. While this thus may occur, the total amount of respondents in this study already form a representative group towards the larger population of tourists on Bonaire as none of the different tourists groups are over or under represented by the respondent group (see chapter 4.1 and 4.1.1). Further, response accuracy is discussed by Weisberg (2016) as being a factor that could be impaired with response bias as there could be a non-response on individual survey questions. In order to minimize this bias, the non response answers have been taken out of the calculations as they have formed their own answer group. Further two questionnaire answers have not been calculated for at all as these questionnaires were irrelevant for the purpose of the study.

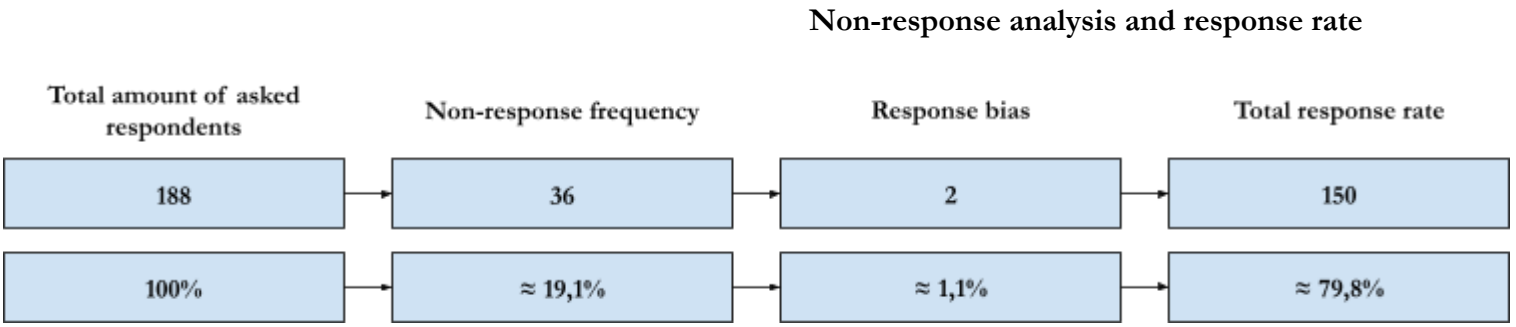

Figure 1: The study's Non-response analysis and response rate

3.5.1 Questionnaire design

In contrast to qualitative methods, which allow the researcher to begin data collection, follow up with subjects for more information, and gradually build up the data, questionnaire-based research requires researchers to be very specific about their data requirements from the beginning as they are irreversibly committed in a questionnaire (Veal 2018). David and Sutton (2011) break down the operationalization process into three steps: identifying the concept, outlining its various dimensions, and creating an operational dimension that can be measured (the operationalization process for the questionnaire is shown in figure 2). From the purpose of the study, its research questions, existing literature and the background information of the case, the themes "Destination development strategies" and "Tourist behavior and attitudes" together with a set underlying themes have been identified that function as the basis in the decision for the data requirements. The three different types of question designs, closed-ended, open-ended and likert-scale, are then used in order to obtain behavioral, attitudinal and respondent variable data. David and Sutton (2011) highlite that closed-end questions are often seen as easy and fast to answer which requires less effort from the respondent and increases willingness to answer the survey. However, the respondent may be forced to provide an answer with which they do not actually agree on due to a lack of options (Smith 2017). In order to avoid forcing answers, closed-ended questions that could possibly lead to forced answers are given the option of "other", where the respondent even could specify their answer if they so choose.

Open-ended questions provide the respondent with the opportunity to answer in their own words and provide a more in-depth answer. However, this requires the respondent to be more interested in the research as they are more time-consuming to answer (David & Sutton 2011). Therefore, the use of open-ended questions have been minimized and only been applied there no preset answer was possible. Open-ended questions are then used in order to gain a deeper

understanding about respondents behavior and attitudes towards the destination management strategies and behavior.

Likert-scale questions offer the researcher the chance to learn more about a respondent's opinions or feelings regarding a specific topic that goes beyond the simple expression of dislike/like or yes/no (David & Sutton 2011). The Likert scale consists of a scale from 1 to 5. The different scales used have been "Highly uninformed of" to "Highly informed of", "Highly unlikely" to "Highly likely", "Highly unaware of" to "Highly aware of", "Highly unimportant" to "Highly important" and "Strongly disagree" to "Highly agree".

Bryman (2018) emphasizes the importance of testing the questions before conducting the main survey. A pilot could help to see how well questions are received in order to minimize misunderstanding, test the answer options of closed-end questions to minimize forced answers, to see how well the questions instruct what is being asked and to see whether the questions' sequence follows an understandable and red line. A pilot with 6 carefully chosen respondents was therefore done before conducting the survey. The respondents were all chosen due to their connection with the island as they all have visited the island multiple times over a longer period of time. The pilot has been used as an opportunity where I could test the questions and their formulations before conducting the survey. This in order to be able to reconsider the formulations of questions and their relevance from another perspective in order to minimize miscommunication and misinterpretation. If questions were considered difficult to understand, unclear, pressing or seen as repeating the respondents of the pilot informed me of this with a comment under the respective question. After the pilot multiple changes to the questions and the questionnaire layout have been done.

The final questionnaire consists of 16 closed, 5 open-ended and 28 likert-scale questions. According to Smith (2017), closed-end questions are those that give respondents a fixed set of options to choose from, giving the researcher a consistent set of answers. See appendix (1) for the final questionnaire.

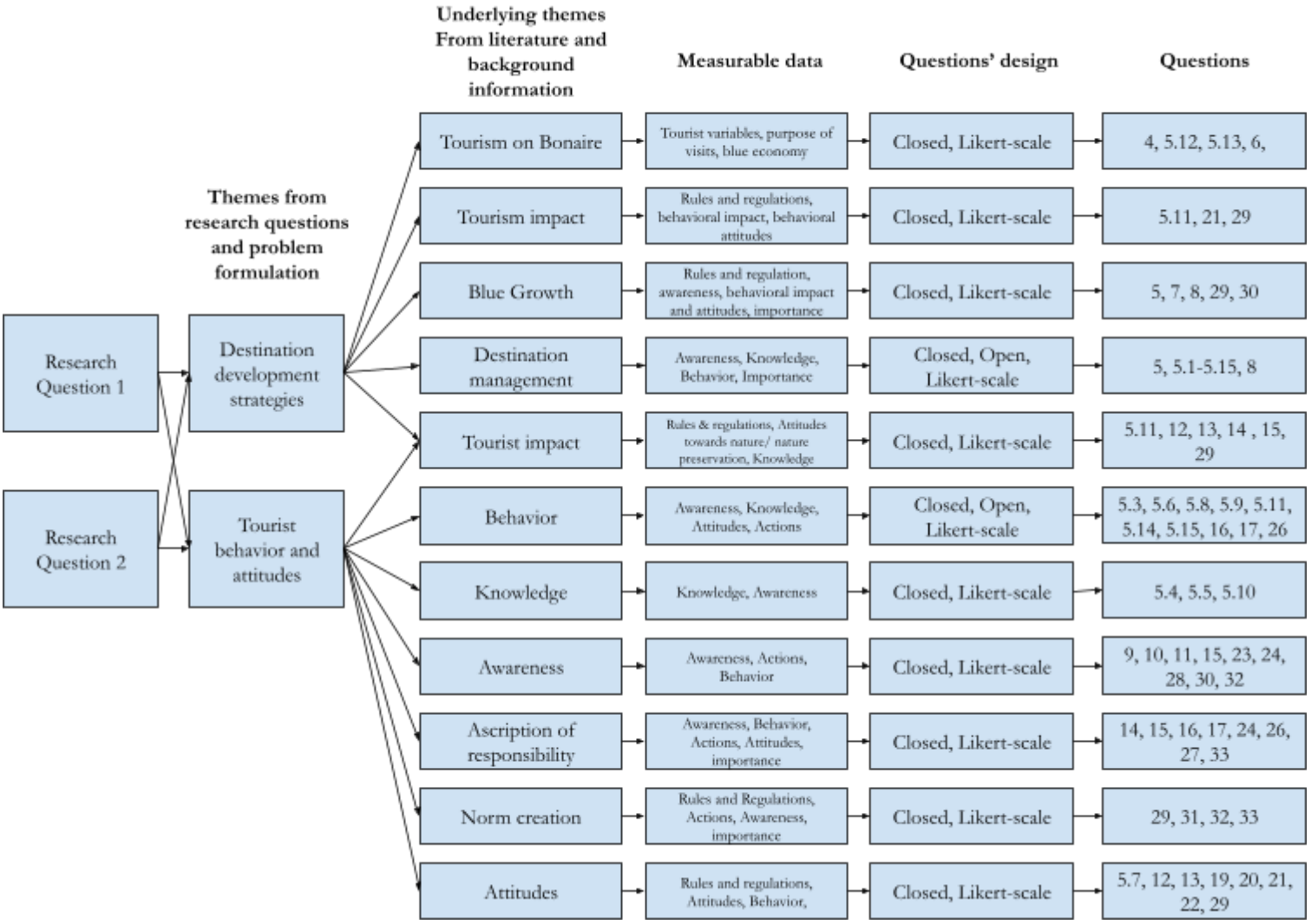

Figure 2: Visual representation of the questionnaires' design and study's operationalization process

3.5.2 Selection process of the study participants

According to David and Sutton (2011), a selection of informants is a group that the researcher chooses to take part in the research study. They stress that selection occurs when the research population is too large to examine each individual case without choosing a representative group. This ought to make it simpler to obtain outcomes that accurately represent the entire population. Informants are chosen based on the researcher's assessment of their relevance to the study and representativeness of the population by visiting different locations that are visited by tourist for different purposes.

The respondents chosen for this study are tourist visiting the island of Bonaire. This due to their relevance towards the island as tourist as well as the possibility for them to have obtained information about the destinations development strategies. In order to still get a good representation of the larger group of tourists on Bonaire, the selection process was both partially controlled and random. As can be seen in figure 3, different locations have been chosen to conduct the survey, this because of their relevance towards different tourist groups on Bonaire. This itself made a distinction in who would be able to be asked to participate and who not, depending on if the tourists visited the locations. Due to that the different chosen locations are visited by different types of tourists who visited the island with different purposes I try to gain a more complete picture of all types of tourists on Bonaire. If I only would be conducting the survey on one place I would be highly likely to only gain insight into one particular tourist group on the island and therefore not obtain a representative picture of the wider population of tourist on Bonaire. On the other hand, choosing specific locations determined to a certain point of who would be more likely to be asked to participate and who not, depending on if the tourists visit the places or even know about them, thus still influencing the data gathered.

Tourist who were visiting the different locations have then been selected randomly trying to reduce the possibility of a bias selection. Bryman (2018) highlights that probability sampling gives each person in a population an equal chance of being selected. While on the location, tourists visiting these places thus had equal chances of being selected for participation for this study. I thus asked tourist to participate no matter their race, friendliness looks, age or qualities that could higher representativeness of the respondent group. On the other hand it was a fact that some people were more willing to talk to me than others, which could have influenced the way I would approach other tourists next, but overall I was mainly met with interest towards the study which gave me enough confidence to try to ask as many people as possible without making a specific selection. This method was mainly chosen in order to get a as wide as possible sampling group that could provide a picture of the wider population of tourist on Bonaire, not biased by personal attitudes and interests.

3.5.3 Conduct of survey

The study uses an on-site respondent-completed questionnaire where respondents fill out the questionnaire for themselves (Smith 2017). Questions will be asked in english as this is the language that most tourist on Bonaire have in common. Respondent information is an important

part of questionnaire surveys. The respondents' recall abilities, truthfulness, as well as the composition of the questionnaire's questions all impact how accurately the respondent addresses the questions asked (Veal 2018). Sometimes people will intentionally or unintentionally distort or bend their responses in order to offer responses that they believe should be presumed (Veal 2018). To reduce this, questions from respondents about Bonaire's strategies, sustainability, and behavior will be addressed only after the questionnaire has been completed, or if the respondents want to discuss these topics with me as a researcher while filling out the questionnaire. This in order to guarantee as much as possible that the respondents answer the questions out of their own thoughts and beliefs. As in the critical realism view this means that while the questionnaire is being filled out, I as a researcher stay in the empirical domain, not interacting with the respondents, allowing to obtain objectivity in the data.

The survey has been completed between 21-3-2023 and 5-4-2023 on the sites of Donkey Beach, Salt Pier, 1000 Steps, Sorobon and Klein Bonaire (See figure 3 for the locations) The sites have been chosen carefully in order to gain a representative selection of respondents due to that the different sites are used for different purposes, as is Donkey Beach mainly used for snorkeling/swimming and beach going while Salt Pier and 1000 Steps are mainly used for diving and snorkeling. Sorobon is then mainly used for kitesurfing and Klein Bonaire is mainly visited by cruise tourist when cruise ships are in the harbor. Each site has been visited once each day until a certain saturation of answers was met. Klein Bonaire has instead only been visited twice (26-03-2023 & 4-4-2023) due to that one needs to take a water taxi towards and from the island. These days have been chosen due to their high number of cruise tourist arrivals. This in order to guarantee that enough cruise tourist would be on the inhabited island of Klein Bonaire in order to conduct the survey.

Bonaire

Coordinates

Sorobon Beach
* 12.0930019006863, -68.23616447425084

Salt Pier
* 12.083302160397704, -68.28096053751374

Donkey Beach
* 12.131218919446315, -68.28350310519994

Klein Bonaire
*12.168058978275477, -68.30371283453786

1000 Steps
* 12.208488814060317, -68.31884826075162

Figure 3: Visual representation of the surveys geographical locations on the map of Bonaire (source: van Bremen 2023)

Before conducting the questionnaire, respondents have handed out information about the research, its problem formulation and the research questions. They are as well provided with information that participation in the research is completely voluntary and that they can revoke their consent at any time without having to clarify with a reason (see appendix 2 for the information letter). The questionnaire was then handed out on paper to tourist willing to participate.

3.5.4 Processing, analyzing and coding survey answers

The data that has been gathered by the questionnaire is analyzed using a statistical program called Statistical Package for the Social Science or SPSS. Here the questions were divided into the categories between questions specifically about destination development strategies and about tourist behavior and attitudes which as well are the underlying themes of this study's research questions, existing literature and the background information of the case (see operationalization

process figure 2). For each question the mean answer has been calculated (see formula 1) and the percentage of tourist who answered each category (see formula 2). These values have then been put into cross tabulations in order to find underlying themes and trends in the answers and in order to interpret the answers. According to David and Sutton (2011), the cross-tabulation gives the chance to infer relationships between data sets. From here I found mainly differences between how cruise tourists answered and how stay over tourists answered, especially divers. Results have then been analysed between cruise tourists, stay over tourists and the stay over tourists of which divers in order to find differences and themes between them. Here themes and differences could be found between their knowledge of the strategies, their ascribed value towards nature and their likeness to behave sustainably. After this the Cronbach's alpha has been calculated in order to see if these trends hold up and thus determine if the data sets hold a strong enough correlation between them (see appendix 3).

The correlations that hold up have been reported by charts and cross tabulations. The reported data was then complemented with background information specific to the case in order to put the results in the right context such as information about the destination development strategies and information about tourism and tourists on Bonaire. After this the results have been compared, discussed and analyzed with help of the before presented literature with help of the before identified themes (figure 2) and complemented with new literature that could explain the found themes and correlations such as literature about cruise tourism and cruise tourists.

Reports of the data in the cross tabulations have then on some occasions been reported with percentages and sometimes with the actual numbers because reporting in percentages could on certain occasions be misleading. As for Chart 7, Bonaire Bond alone has received 9 responses, compared to the 110 responses for Stinapa. By subdividing these answers, a single answer can get a high percentage, while 10 answers are required for the same percentage for, for example, the subheading Stinapa. On other occasions, instead, there is a sufficiently large saturation of answers within all respondent categories, which thus means that the comparison is easier to report in percentages than in numbers. This is when the numbers are compared with the respondent's own categories' total answers. By then having these as a percentage, differences between the various categories can be more easily highlighted.

The formula for the mean is as follows:

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n} \qquad (1)$$

The formula for percentages

$$\% = \frac{\text{Category value}}{n} \text{ x } 100 \qquad (2)$$

3.6 Reliability and validity

According to Veal (2018), validity refers to how accurately the information presented reflects the research phenomena. Further validity is described by David and Sutton (2011) as the relevancy of the research data and data collection techniques for identifying and analyzing the research problem and questions. Veal (2018) goes on to define external validity as the degree to which the results can be generalized to the larger population. By using a questionnaire based survey I was able to gather a large amount of data in a short period of time making it possible to gain an insight in tourists behavior and attitudes in relation to Bonaire's destination development strategies. The research group for the questionnaire-based survey was chosen due to their connection with Bonaire as tourists which makes them, and thereby the gathered data, relevant for the study's purpose as it seeked to investigate the contribution of a destination's development strategies towards creating a sustainable blue tourism industry and its impact on tourists' attitudes and behavior in the case of Bonaire. The survey has met a certain saturation with 150 useful answers capturing all different groups of tourists visiting the island making it possible to form a generalized picture of tourist on Bonaire. The collection of the data was stopped when the answers provided by the respondents started to significantly repeat itself. Irrelevant answers have been sorted out of the data leaving only the most relevant answers. Veal (2018) then explains internal validity as the outcome of the accuracy of the phenomenon's characteristics and how well the variables of the collected data represent these as well as how well the study identifies and measures the variables. The research questions, Bonaire's tourism development plans, and the scientific literature in the field all served as the basis for the questionnaires' questions. Making the asked questions specifically formed towards the study's purpose.

According to David and Sutton (2011), reliability is the degree to which one can trust a survey's findings. The consistency of the responses and whether the study's findings can be replicated later are used to determine a study's reliability (David and Sutton 2011). Here it is thus important to note that the survey relies on respondents' own reports, the accuracy and honesty of the responses may be called into question. The respondents' recall abilities, truthfulness, as well as the composition of the questionnaire's questions all impact how accurately the respondent addresses the questions asked (Veal 2018). Sometimes people will intentionally or unintentionally distort or bend their responses in order to offer responses that they believe should be presumed (Veal 2018). In order to reduce this, the questionnaire has first been tested as a pilot which provided me with feedback and insight in how questions were received by respondents. Certain changes have since then been made in order to make questions easier to understand. Moreover, while respondents were filling out the questionnaire, I as the researcher stayed outside of the conversation positioning myself outside of the social process of causing and creating events trying to minimize possible biased answers and obtaining good reliability in the answers. Veal (2018) discussed how the empirical research data used in leisure and tourism studies frequently includes information about people's attitudes and behaviors, making it challenging to obtain high levels of reliability. Moreover, Veal (2018) asserts that a person's report may alter over time as a result of changes in their social environment. Thus meaning that results of the study only can be seen as findings of the specific time and space where the study was conducted. This study aims to gain a better understanding of the effects Bonaire's destination development strategies can have on its tourist by measuring people's behavior, opinions, awareness and attitudes. This indicates that the studies findings are restricted to the perspectives of the respondents at the time and location in question. This means that as social circumstances evolve over time, new issues and perspectives might arise, changing the study's findings. The study itself then aims to describe the case of Bonaire at a particular time and place.

In order to still be able to assert a good level of reliability in the answers Cronbach's Alpha, which assesses how well various questions within the same category are correlated with one another (Bryman 2018), was used to assess the study's internal reliability. The alpha is measured on a scale, between 0 and 1, where 1 is seen as perfect reliability and where measures above 0.8 are regarded as a good reliability according to Bryman (2018). If there is a correlation, it means that a respondent who scored highly on one of the questions in the category should also have scored highly on the other questions that measure the same thing (Bryman 2018). This is important because we will compare questions in cross tabulations and it would be difficult to

claim that the questions in a category capture a shared underlying attitude or theme if the measurement showed that the correlation was absent or weak. The overall internal consistency between all scale questions show a good correlation between them as they have an alpha of 0,88 (Chart 1). Cronbach's Alpha then showed a good correlation between the importance between nature and destination development strategies for tourists and their decision to visit the island of Bonaire, tourists awareness of destination development strategies and their perception of tourist impact and, destination development strategies in relation to sustainable and unsustainable tourist behavior and attitudes (Appendix 3).

Internal consistency between scale questions

Questions 6-27	***Values***	***Internal Consistency***
Number of Items (K)	22	Good
Sum of the item variance (σ_y^2)	32,15	
Variance Total score (σ_x^2)	202,08	
Cronbach's Alpha (α)	0,88	

Chart 1: Internal consistency on scale questions 6-27

3.7 Critization of methods

While questionnaires are excellent for obtaining information on specific issues from large groups of people, they are often discussed as less effective when dealing with more complicated or nuanced topics (Veal 2018; David & Sutton 2011). A basic poll, for example, may not provide detailed information on someone's feelings. The questionnaire is a standardized form of questions handed out to a large sample group making it often lack a depth and richness in the data. This since questionnaires often do not allow for follow up questions to be asked or allow to make the questions personal for each respondent (Veal 2018). This thus limits the depth and the understanding of tourists behavior and attitudes in relation to destination development strategies that can be obtained in this study. Results therefore will only gain an insight rather than an in depth understanding of the phenomenon.

Furthermore, as highlighted before, it is important to take into consideration that questionnaires rely on people's own reports for the accuracy and honesty of the answers given. David and Sutton (2011) discuss that people occasionally "bend" the truth either intentionally or unintentionally. This study then relies on attitudes as data. Veal (2018) highlights that depending on how attitudinal questions are phrased, they can lead to significantly biased replies. One of the main goals of cautious and thoughtful questionnaire design is how such answer mistakes might be minimized or prevented. This is trying to be done by testing the questions first with the help of a pilot.

Moreover, something to take into account of the questionnaire is its length. Long questionnaires are often discussed as decreasing respondents' motivation towards completing the questionnaire, which could lead to rused or incomplete answers that compromise the accuracy and reliability of the data (Smith 2017). While this might be the case for this questionnaire as it is relatively long if all questions should be answered (49 questions including sub questions) the questionnaire is designed that people with more knowledge should be answering more questions than people with relatively little knowledge, thus going along with the interest level of the respondents towards Bonaire and their destination development strategies. This due to the fact that 15 of the questions, including sub questions, are specific towards the development strategies. When the topic matter is personally relevant, respondents are often more motivated to answer providing an opportunity to ask more (Smith 2017).

3.8 Ethical reflection

Ethics can be characterized as the behavior between right and wrong, or as acting in accordance with a set of normative moral standards (David & Sutton 2011). Both anonymity and freedom of choice have been important considerations for this research. In order to obtain a freedom of choice all respondents have, before conducting the questionnaire, been informed, in text, about how their data will be gathered, saved, processed, analyzed and used. In the information letter given out to the respondents before they began the questionnaire, information was as well given about the purpose of the research, its questions and the problem it tries to address. This all so that the respondents would gather an understanding about what they would consent to. All respondents have then been informed that participation is fully voluntary and that, if they want, they can revoke their consent at any time without having to provide a reason.

In order to obtain anonymity David and Sutton (2011) emphasize that no data should be able to directly link a respondents dataset to their identity. This could include names, age and ethnicity. In the questionnaire two questions of age and country of residence may be problematic. In order to obtain anonymity, the age is summarized towards specific age groups, thus not targeting a specific person. Country of residence is specifically asked instead of country of citizenship or country of birth as the latter two may indicate the ethnicity of a respondent. This provides no direct linkages between the data gathered and the respondents in question. The data was then collected and handled in accordance with GDPR regulations.

4. Results

In this chapter, chapter four, I present the results from the questionnaire-based survey together with background information of the island of Bonaire. I firstly provide an overview on tourism on Bonaire and the importance of the marine ecosystem. I then provide an overview of Bonaire's destination development strategies, present the respondents knowledge of the destination development strategies and lastly go present the respondents environmental attitudes and behavior.

4.1 Bonaire and tourism, the importance of the marine ecosystem

Bonaire is a small island located in the Caribbean part of the Kingdom of the Netherlands (see figure 4) with a surface area of 288 km² (Ministerie van BZK n.d.). Much of Bonaire's economy is considered to be derived from the island's tourism sector which is regarded as one of the island's most important sectors in terms of economic output (KvK Bonaire 2020).

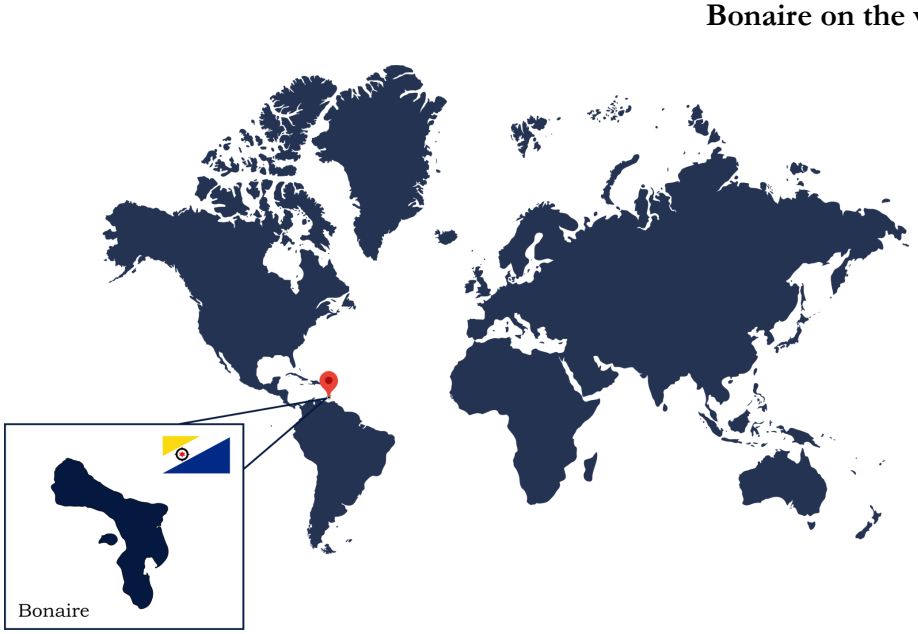

Figure 4: Visual representation of the geographical location of Bonaire on a world map. (Source: van Bremen 2021)

Natural resources and the marine ecosystem are then considered to be of great importance for the attractiveness of Bonaire as a tourist destination and the functioning of a tourism industry on

the island (STINAPA 2015). Tourism Corporation Bonaire (2017) highlights that due to the richness of fish species, coral reefs, turtles, and dolphins, Bonaire is best known to tourists as a diving destination. According to the survey's findings (Chart 2), nearly 60% of the respondents' reasons for visiting the island were related to water activities like diving, snorkeling and swimming, the sun and the sea, and kite- and/or windsurfing. Of these, diving accounted for 20% of the respondents' reasons and for 13% of the overall reasons to visit the island. From the 150 respondents who answered the questionnaire, 102 provided at least one purpose related to water activities as one of their purposes to visit the island (Appendix 4).

Chart 2

Purpose of visit											
For Diving	For snorkeling and swimming	For the culture of the island	For visiting friends and family	For the sun and the sea	Cruise	Kitesurfing/ Windsurfing	Real estate/ Real estate purchase	Other (living)	Other (work/ internship)	Other	Missed/ not answered
36	61	25	16	60	46	10	2	5	10	5	1
13,00%	22,02%	9,03%	5,78%	21,66%	16,61%	3,61%	0,72%	1,81%	3,61%	1,81%	0,36%

Chart 2: The tourists different purposes to visit the island (tourist categories)

Results from the questionnaire based survey further show that Bonaire's natural environment and marine ecosystems are of more significance to stayover visitors in their decision to visit the island, particularly those who came for diving, then for cruise tourist (Cross Tabulation 1). When visiting Bonaire, most visitors take long-haul flights or cruises in order to visit the island (Tourism Corporation Bonaire 2017). While divers view nature and the marine ecosystem of Bonaire as slightly too highly important (4,50), stayover tourists in general perceive nature and the marine ecosystem as slightly important (3,99). The nature and marine ecosystem of Bonaire appears to have had less influence on cruise tourists' for their decision to visit the island, as the respondents answered that Bonaire's nature and marine ecosystem have been of neutral to slightly unimportance in their decision (2,93). Overall the respondents found Bonaire's natural environment and marine ecosystem as neutral to slightly important (3,65) for their decision to visit the island (Cross Tabulation 1).

Purpose compared to Importance Bonaire's nature and marine ecosystem	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	3,65	3,99	4,50	2,93		
Highly unimportant	8,00%	3,41%	2,94%	15,22%		
Slightly unimportant	4,00%	5,68%	0,00%	2,17%		
Neutral	29,33%	25,00%	8,82%	43,48%		
Slightly important	22,00%	20,45%	20,59%	19,57%		
Highly important	34,67%	45,45%	67,65%	13,04%		
Missed/ not answered	2,00%	0,00%	0,00%	6,52%		
* On a scale from 1 to 5 with 1 being highly unimportant and 5 being highly important						

Cross Tabulation 1: Importance of Bonaire's nature and marine ecosystem in the decision to visit the island compared to visit purpose

4.1.1 Respondent Characteristics and tourists on Bonaire

Respondents mainly visited Bonaire from The Netherlands (39.33%), The United States of America (38%) and Canada (10.67%) (Cross Tabulation 2). These market groups have been highlighted by Tourism Corporation Bonaire (2023) as being the island's largest markets. Tourism Corporation Bonaire (2017) highlights the differences between the Dutch and American market segments as Dutch visitors visit the island more due to cultural and water activities and Americans more for land-based activities. They highlight that Dutch tourists find the quality of diving, cleanliness, natural conservation efforts and mobility at the destination as important factors for visiting the island. American tourists then find shopping opportunities, night life, ecotourism activities and quality of service in restaurants of more importance. Affordability is then for both market segments of importance (Tourism Corporation Bonaire 2017). From Cross Tabulation 2 it can further be seen that the American respondents mainly visited the island for the purpose of a cruise while the Dutch respondents mainly visited the island as stay over tourists. Multiple secondary markets such as Germany (2,67%), Belgium (1,33%) and the United Kingdom (4,00%) can as well be identified from the results (Cross Tabulation 2). These secondary markets have as well been highlighted by Tourism Corporation Bonaire (2023) as being important secondary markets for the island.

Moreover, the largest age group for the respondents is 43 to 58 (31,33%), also known as Gen X (Cross Tabulation 2). This is in line with statistics from Tourism Corporation Bonaire (2023) where they present the average age for its two largest markets, Americans 55+ and Dutch 45+. Cruise tourists are then mainly between the ages of 27 to 42 (millennials) and 43 to 58 (Gen X) while stay over tourists are in line with the average age of the total respondent group being 43 to 58 (Gen X) (Cross Tabulation 2). Younger generations are often said to be more concerned about the environment than older generations and see the use of policies as more important than older generations even if it would increase costs (Gray et al. 2019). Representatives of the Generation X are born between 1965 and 1980 and are often considered to be highly realistic, resourceful, and self-interested (Gray et al. 2019). Millennials are born between 1981 and 1996 and are often considered to be opinionated, distrustful of institutions, technologically savvy, quick to learn, and self-involved (Gray et al. 2019).

Cross Tabulation 2

Ethnographics						
Age	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed / not answered
18 - 26 (Gen Z)	12,00%	12,50%	17,65%	2,17%	40,00%	0
27 - 42 (Millennials)	27,33%	21,59%	14,71%	39,13%	20,00%	1
43 - 58 (Gen X)	31,33%	35,23%	35,29%	30,43%	13,33%	0
59 - 68 (Generation Jones)	19,33%	20,45%	23,53%	17,39%	20,00%	0
69 - 77 (Boomers)	6,67%	6,82%	8,82%	6,52%	6,67%	0
78 - 95 (Post War)	0,67%	1,14%	0,00%	0,00%	0,00%	0
Missed/ not answered	2,67%	2,27%	0,00%	4,35%	0,00%	0

Country	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed / not answered
The Netherlands	39,33%	52,27%	29,41%	0,00%	86,67%	0
The United States	38,00%	22,73%	38,24%	78,26%	6,67%	0
Belgium	1,33%	2,27%	0,00%	0,00%	0,00%	0
Canada	10,67%	6,82%	5,88%	21,74%	0,00%	0
Bonaire	4,00%	4,55%	8,82%	0,00%	6,67%	1
United Kingdom	4,00%	6,82%	11,76%	0,00%	0,00%	0
Germany	2,67%	4,55%	5,88%	0,00%	0,00%	0
Missed/ not answered	0,00%	0,00%	0,00%	0,00%	0,00%	0

Cross Tabulation 2: Ethnographics of the respondents

4.2 Bonaire and destination development strategies

Bonaire has over the years actively promoted environmental protection and preservation while trying to create a sustainable tourism sector. The island is mainly known for its initiatives to establish themselves as the Caribbean's first blue destination, where they aim to advance societal and economic development while protecting and sustainably utilizing their marine resources (Tourism Corporation Bonaire 2017). This study aims to further investigate the impact of the destination development strategies Bonaire has around the protection of Bonaire's nature and its Nature Fee, blue destination and its company certification and making tourists take a pledge.

4.2.1 Protection of Bonaire's nature and the Nature Fee

The initiatives for establishing themselves as the Caribbean's first blue destination come as neutral for Bonaire as all of the waters, from the high-tide mark to a depth of 60m, surrounding Bonaire and Klein Bonaire have since 1979 been protected in the Bonaire National Marine Park (STINAPA 2019). Visitors are required to pay an entry fee of $40 per person per calendar year before entering the waters (Art.1, §C, Openbaar Lichaam Bonaire, bestuurscollege 2022:08). The funds are then used to manage the marine park for nature protection and preservation combined with education and awareness campaigns (STINAPA 2019). Without having paid the nature fee, it is prohibited for visitors to use and enter the Bonaire National Marine Park (Art.2, §2, Eilandsbesluit natuurbeheer Bonaire 2010:03). When paying the nature fee one has to agree to follow the rules and regulations that are ministered in the Bonaire National Marine Park. Some of these rules include the prohibition of wearing gloves, spearfishing, anchoring and the collection, taking and feeding of marine wildlife, as well as that one is not allowed to touch the reefs and to be aware of that corals, sharks, turtles and parrotfish are protected (STINAPA n.d.). The fee as well gives access to The Washington Slagbaai National Park on Bonaire, in the northwest tip of Bonaire, established in 1969 and is home to multiple native species (STINAPA 2019). As can be seen from Appendix 5, of all 150 respondents 110 respondents knew about Stinapa, the two national parks and its "Nature Fee". On average, respondents find themselves highly likely (4,81) to follow the rules and regulations allocated to the Bonaire National Marine Park and Washington Slagbaai Park (Chart 3).

Chart 3

Likeliness to follow the rules and regulations allocated towards the use of the Bonaire National Marine Park & Washington Slagbaai National Park	Highly unlikely	Slightly unlikely	Neutral	Slightly likely	Highly likely	Missed/ not answered	Total
Amount of answers	2	0	3	5	92	8	110
Percentages	1,82%	0,00%	2,73%	4,55%	83,64%	7,27%	100,00%
Average value*	4,81						
* On a scale from 1 to 5 with 1 being highly unlikely and 5 being highly likely							

Chart 3: Respondents likeliness to follow the rules and regulations

Of the respondents who knew about Stinapa, the two national parks and its "Nature Fee", 80 answered that they visited the national marine park and/or Washington Slagbaai Park for recreation and 83 respondents answered that they paid the nature fee (Cross Tabulation 3). Additionally, the majority (72) of the respondents who visited the Bonaire national marine park and/or Washington Slagbaai Park answered that they indeed paid the nature fee. Seven of the respondents who did not pay the nature fee but who visited the Bonaire national marine park and/or Washington Slagbaai Park, highlighted that they are excluded from the payment as Bonairean residents or residents from Bonaire's sister islands Curacao, Aruba, Saba, Sint Maarten, Sint Eustatius, or Saba are excluded from paying the nature fee (STINAPA 2023). Additionally, 10 respondents stated that they had paid the nature fee even though they had not visited any of the national parks for recreation (Cross Tabulation 3).

Cross Tabulation 3

Paid the nature fee compared to visited the parks		Visited or used Bonaire's National Marine Park and/or Washington Slagbaai National Park for recreation					
		Yes	No	Not Yet	Missed/ Not answered	Total	Percentage
Paid the nature fee	Yes	72	10	1	0	83	75,45%
	No	1	17	0	0	18	16,36%
	Exception on question	7	0	0	0	7	6,36%
	Missed/ not answered	0	0	1	1	2	1,82%
	Total	80	27	2	1	110	100,00%
	Percentage	72,73%	24,55%	1,82%	0,91%	100,00%	

Cross Tabulation 3: Paid the nature fee vs visited the national parks

As for reasons to pay the nature fee it is interesting to find that contributing to the preservation of Bonaire's natural environment and marine ecosystem is seen as the most important reason for the respondents to pay the nature fee (Cross Tabulation 4). Contribution to preservation was ranked the highest among the respondents for paying the nature fee (1,34). Compensation for the impact respondents might have on nature is on the other hand ranked as least important (2,14) (Cross Tabulation 4). The reason of entering the waters surrounding Bonaire and the Washington Slagbaai Park is then as well seen as a very important reason among the respondents to pay the nature fee as it is ranked with an average value of 1,47, thus being placed second. As for reasons for respondents to not pay the nature fee it can be see that most respondents did not even answer this question (64) and that 14 respondents even explicitly stated that they seem to have no reason/ no question about not paying the nature fee (Cross Tabulation 4). Additionally, 19 respondents indicated that the cost of the nature fee would be a reason to not pay the fee.

Cross Tabulation 4

Main reason to pay the Nature Fee	So that I can enter the water and Washington Slagbaai Park of Bonaire	So that I can contribute to the preservation of the nature and marine ecosystem of Bonaire	To compensate for the impact I leave on Nature while being in these park	Missed/ not answered
Direct answers (one answer)	20	22	3	3

Average value (ranking) *	1,47	1,34	2,14	-
Amount of answers ranking (1) *	35	40	10	-
Amount of answers ranking (2) *	11	18	11	-
Amount of answers ranking (3) *	7	1	15	-
* 1 being most important and 3 being least important				

Main reason to not pay the nature fee	It is expensive	I do not think it is necessary	I prioritize other things over nature preservation	Other (If the money is used for the right purpose)	Other: None/ No question on not paying/ no reason	Other Not being able to do any activities for which the fee is necessary	Living	Missed/ not answered
Direct answers (one answer)	19	1	2	5	14	1	3	64
Amount of answers ranking (1) *	1	0	0	-	-	-	-	-
Amount of answers ranking (2) *	0	1	0	-	-	-	-	-
Amount of answers ranking (3) *	0	0	1	-	-	-	-	-
* 1 being most important and 3 being least important								

Cross Tabulation 4: Reasons to pay and not pay the nature fee

4.2.2 Becoming a blue destination

With its nature preservation and protection efforts Bonaire has been at the forefront of Caribbean conservation efforts, establishing a legal foundation for a blue economy (Tourism Corporation Bonaire 2017). In an effort to better market themselves and lessen the stressors on the ocean, the island now tries to turn from a green economy to a blue economy to emphasize its connection to the ocean.

In 2017 the tourism strategic masterplan was introduced where Bonaire strives to become the Caribbean's first blue destination. The goal of establishing a blue economy, according to Tourism Corporation Bonaire (2017), is to emphasize the relationship between human activity and the marine ecosystem that occurs in an ocean economy. In order to not stress the oceans' resources, the tourism master plan aims to position Bonaire as a high-end destination in order to be able to rely on a certain low level of tourist density and still obtain societal and economic development (Tourism Corporation Bonaire 2017). The tourism master plan was introduced together with its blue destination company certification system, this to make companies compliant with a set of sustainable standards. This way companies can play an active role in the development of making Bonaire a Blue Destination (Good Travel Seal n.d.). From all 150 respondents, only 19 knew

about Blue Destination and its company certification (Appendix 5). These 19 respondents then indicated that they felt neither informed nor uninformed (3,05) about the rules and regulations that come with a company's blue destination certification (Chart 4). Furthermore, the average response to the question of the respondents likelihood to book an accommodation or engage in an activity depending on if it is blue destination certified or not is neutral to slightly likely (3,42) (Chart 4). Approximately half of the respondents (10) further seem to prefer to book an accommodation or activity with a blue destination certified company over a non certified company (Chart 4).

Chart 4

Knowledge of the rules and regulations for "Blue destination certification"	Highly uninformed of	Slightly uninformed	Neutral	Slightly informed	Highly informed of	Missed/ not answered	Total
Amount of answers	2	4	5	7	1	0	19
Percentage	10,53%	21,05%	26,32%	36,84%	5,26%	0,00%	
Average value*	3,05						

Likeliness to book an accommodation or activity depending on if a company is blue destination certified or not	Highly unlikely	Slightly unlikely	Neutral	Slightly likely	Highly likely	Missed/ not answered	Total
Amount of answers	0	1	12	3	3	0	19
Percentage	0,00%	5,26%	63,16%	15,79%	15,79%	0,00%	
Average value*	3,42						
* On a scale from 1 to 5 with 1 being highly uninformed of and 5 being highly informed of							

Prefer to book an accommodation or activity with a blue destination certified company over a non blue destination certified company	Yes	No	Does not matter	Not applicable	Missed/ not answered	Total	
Amount of answers	10	0	8	1	0	19	
Percentage	52,63%	0,00%	42,11%	5,26%	0,00%		

Chart 4: Respondents knowledge of Blue destination and preference as well as likeness to book with a blue destination certified company over non certified companies.

Sustainability and helping with nature preservation seem to be important themes in the respondents' answers for their reasons to choose a certified company over a non certified company (Chart 5). Some of the answers given were being able to help and to do what is best for the environment, help keep the planet green/blue, helping with the preservation of the area and nature and to be able to enjoy these resources in the future as well as it being a commitment towards sustainability efforts (Chart 5). Only one respondent then provided a reason as to not preferring to book with a blue destination certified company, indicating the prices are more important.

Chart 5

Reason for preferring to book with a blue destination certified company over a non certified company	Because of the Sustainability	To support the program	In order to preserve nature (The only way to preserve tourism is to prioritize quality over quantity. Nature is our major shareholder)	I think it's better for the future/ future wise	Good for Bonaire and that the planet can stay green/blue	Feel like help to preserve area better for continued availability to enjoy	Want to do best for the environment	Proof of commitment to sustainability. Verifies that the trip will be green	Missed/ not answered
Amount of answers	1	1	1	2	1	1	1	1	10

Reason to not book with a blue destination certified company over a non certified company	Prices are more important	Missed/ not answered
Amount of answers	1	18

Chart 5: Respondents' reasons to prefer and to not prefer to book with a blue destination certified company over a non certified company.

4.2.3 Making tourists take a pledge

Visitors are additionally encouraged to sign "Bonaire Bond" where they pledge to respect wildlife, to be eco-aware, safe, careful, tread lightly, and to leave no trace as well as to respect the home and culture of the local community as one's own family and to always be a friend, to be mindful of the ocean and how they interact with and treat it in order to keep Bonaire Blue (Bonaire Island n.d.). Only nine of the 150 respondents were aware of Bonaire Bond (Appendix 5). Of these respondents only two had taken the pledge while six answered that they had not and one highlighted that there had not been an opportunity yet to sign it (Chart 6). As for impact,

four respondents provided an insight but no themes can be identified from these answers (Chart 6).

Chart 6

Have you signed "Bonaire Bond"	Yes	No	Do not want to answer	Have not had the opportunity to	Missed/ not answered	Total
Amount of answers	2	6	0	1	0	9

Impact of "Bonaire Bond" on tourist	Makes me want to return	Reef Renewal Foundation Bonaire receives a donation from TCB for every 100 signatures. I really appreciate Bonaire Bond because it strengthens the relationship between TCB and RRFB	Zero	I like that they are trying to conserve nature on the island	Missed/ not answered	Total
Amount of answers	1	1	1	1	5	9

Chart 6: Impact of Bonaire Bond and how many respondents who had signed/taken the pledge.

4.3 Tourists knowledge about Bonaire's destination development strategies

All three efforts play an important role for the management of the destination "Bonaire". Overall, respondents seem to feel most informed of Stinapa, the two national parks, its "Nature fee" and the rules and regulations allocated to the two national parks. On average, the respondents find themselves slightly to highly informed of Stinapa and the rules and regulations of the national parks (4,14) (Chart 7). Moreover, the respondents who knew about Blue destination and Bonaire Bond find themselves slightly to neutral informed (3,58 respectively 3,50) (Chart 7). Additionally, 36 of the respondents answered that they did not know about any of Bonaire's strategies (Appendix 5).

Chart 7

Bonaire's strategies					
What have you heard of?					
Tourist awareness	Bonaire Bond	Blue Destination and its company certification	Stinapa and its "Nature Fee" (Bonaire National Marine Park & Washington Slagbaai National Park)	Don't know about anything	Missed/ not answered
Total answers	9	19	110	36	3
Percentages	5,08%	10,73%	61,58%	20,34%	2,26%
Average Value (1-5*)	3,50	3,58	4,14		
Highly uninformed of	1	1	7		
Slightly uninformed	1	1	5		
Neutral	1	5	8		
Slightly informed	3	10	28		
Highly informed of	2	2	53		
Missed/ not answered	1	0	9		
Total Answers	9	19	110		
* On a scale from 1 to 5 with 1 being highly unaware and 5 being highly aware					

Chart 7: Awareness of Bonaire's different strategies with tourists

Moreover, based on the results of the questionnaire-based survey, it is possible to identify differences between cruise tourists and stayover tourists in terms of their familiarity with Bonaire's different destination development strategies. From the 36 tourists who did not know anything about any of Bonaire's strategies 28 of them were cruise tourists (Appendix 5), making up for a little more than 50% of all the respondents who visited the island with the purpose of being on a cruise (Cross Tabulation 5). On average, respondents who answered that their purpose of visit was because of a cruise knew about 0,54 of Bonaire's strategies (Cross Tabulation 5), meaning that in every two cruise tourist respondents, only one knew about one of Bonaire's strategies. Stayover tourists on the other hand knew on average about 1,07 strategies for every stayover tourists (Cross Tabulation 5). Divers were the most informed, they knew, on an average, 1,28 of Bonaire's strategies (Cross Tabulation 5).

Cross Tabulation 5

Purpose compared to what strategies tourists have heard of	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondents	150	88	34	46	15	1
Total Answers (multiple choice question)	177	101	43	53	-	-
Average Amount of strategies known*	0,94	1,07	1,28	0,54	-	-
Bonaire Bond	5,08%	4,95%	9,30%	3,77%	-	-
Blue Destination and its company certification	10,73%	7,92%	11,63%	11,32%	-	-
Stinapa and its "Nature Fee" (Bonaire National Marine Park & Washington Slagbaai National Park)	61,58%	77,23%	74,42%	32,08%	-	-
Don't know about anything	20,34%	6,93%	0,00%	52,83%	-	-
Missed/ not answered	2,26%	2,97%	4,65%	0,00%	-	-
* From 0 to 3 with 0 being knowledge of none strategies and 3 being knowledge of all three strategies						

Cross Tabulation 5: The respondents familiarity with Bonaire's different strategies compared with the respondents purpose of visit.

Additionally, respondents who visited the island with the purpose of a cruise generally felt that they were slightly unaware of Bonaire's strategies for protecting its wildlife and marine ecosystems (2,00) as well as for developing a sustainable tourism industry (2,11) (Cross Tabulation 6). Stayover tourists instead indicated that they had a feeling of being slightly too neutrally aware of Bonaire's strategies for protecting its wildlife and marine ecosystems (3,85) as well as for developing a sustainable tourism industry (3,34). The perception of awareness of Bonaire's strategies than appears to be higher among stayover tourists who visited the island for the purpose of diving (4,35 & 3,34) than among other stayover tourist (Cross Tabulation 6). Furthermore, compared to cruise tourists (2,87), stayover tourists appear to be more conscious about the possible harm that tourist' could cause to the environment (4,24) (Cross Tabulation 6).

Purpose compared to awareness Bonaire's strategies for protecting its wildlife and marine ecosystems	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	3,31	3,85	4,35	2,00	-	-
Highly unaware of	18,67%	3,41%	0,00%	54,35%	-	-
Slightly unaware	12,67%	11,36%	0,00%	15,22%	-	-
Neutral	8,67%	10,23%	5,88%	6,52%	-	-
Slightly aware	35,33%	46,59%	52,94%	13,04%	-	-
Highly aware of	24,00%	28,41%	41,18%	8,70%	-	-
Missed/ not answered	0,67%	0,00%	0,00%	2,17%	-	-

Purpose compared to awareness of Bonaire's strategies for creating a sustainable tourism industry	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	2,99	3,34	3,62	2,11	-	-
Highly unaware of	20,67%	7,95%	0,00%	52,17%	-	-
Slightly unaware	15,33%	17,05%	17,65%	10,87%	-	-
Neutral	18,00%	19,32%	14,71%	13,04%	-	-
Slightly aware	32,67%	44,32%	55,88%	10,87%	-	-
Highly aware of	12,67%	11,36%	11,76%	10,87%	-	-
Missed/ not answered	0,67%	0,00%	0,00%	2,17%	-	-

Purpose compared to awareness negative impact tourist can have on the environment	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	3,85	4,24	4,24	2,87	-	-
Highly unaware of	11,33%	3,41%	2,94%	30,43%	-	-
Slightly unaware	6,00%	4,55%	2,94%	8,70%	-	-
Neutral	11,33%	12,50%	11,76%	13,04%	-	-
Slightly aware	25,33%	23,86%	32,35%	28,26%	-	-
Highly aware of	45,33%	55,68%	50,00%	17,39%	-	-
Missed/ not answered	0,67%	0,00%	0,00%	2,17%	-	-
* On a scale from 1 to 5 with 1 being highly unaware of and 5 being highly aware of						

Cross Tabulation 6: Respondents' awareness of Bonaire's strategies and tourists' negative impact on the environment compared with the respondents' purpose of visit.

Compared to stayover tourists, cruise tourists even seem to place less value on Bonaire's strategies for protecting its wildlife and marine ecosystems (2,93) as well as for developing a sustainable tourism industry (3,02) (Cross Tabulation 7). Again, divers seem to place a higher priority (4,26 and 3,97) than other stayover visitors (3,81 and 3,56) (Cross Tabulation 7). In general stay over divers seem to put more weight in gathering information about local policies and regulations regarding interaction with the environment (3,85) in order to minimize possible harmful behavior (3,06) and/or to behave in a socially accepted way (3,32), neutrally to slightly agree on these statements then cruise tourists (2,98, 2,65 & 2,91) as they neutrally to slightly disagree on the statements (Appendix 6). Respondents overall indicate that they neutrally to slightly agree on the statement (3,45, 3,11 & 3,28).

Cross Tabulation 7

Purpose compared to importance of Bonaire's strategies for protecting its wildlife and marine ecosystems	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	3,48	3,81	4,26	2,93	-	-
Highly unimportant	6,67%	2,27%	0,00%	10,87%	-	-
Slightly unimportant	8,00%	7,95%	2,94%	8,70%	-	-
Neutral	34,67%	30,68%	17,65%	43,48%	-	-
Slightly important	22,00%	25,00%	29,41%	17,39%	-	-
Highly important	26,67%	34,09%	50,00%	13,04%	-	-
Missed/ not answered	2,00%	0,00%	0,00%	6,52%	-	-

Purpose compared to importance of Bonaire's strategies for a sustainable tourism industry	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	3,36	3,56	3,97	3,02	-	-
Highly unimportant	8,67%	5,68%	0,00%	8,70%	-	-
Slightly unimportant	6,67%	7,95%	2,94%	6,52%	-	-
Neutral	36,00%	36,36%	32,35%	36,96%	-	-
Slightly important	24,00%	25,00%	29,41%	26,09%	-	-
Highly important	22,00%	25,00%	35,29%	13,04%	-	-
Missed/ not answered	2,67%	0,00%	0,00%	8,70%	-	-
* On a scale from 1 to 5 with 1 being highly unimportant and 5 being highly important						

Cross Tabulation 7: Importance of Bonaire's strategies in the respondents decision to visit the island compared with the respondents purpose to visit the island.

4.4 Tourist behavior and attitudes

A majority of the respondents then believe that Bonaire's strategies had indeed made them more aware of how one should behave when interacting with the nature, marine ecosystem and people of Bonaire (Cross Tabulation 8). Of all respondents 55,33% stated that the strategies had made them more aware. Only 12% answered that the strategies had not made them more aware of their behavior and 28,67% answered neutrally on the question. A significant difference can be noted between stay over divers and cruise tourists. Of the stay over divers, 82,35% answered that the strategies indeed had made them more aware of how one is expected to behave compared with the 43,48% of cruise tourists (Cross Tabulation 8). On the other hand, cruise tourists seem to be more positive (78,26%) on the statement of if policies and regulations could have an effect on how tourist interact and behave with the marine ecosystem and nature of Bonaire than stay over tourists (64,77%) (Cross Tabulation 8). Interesting results from the stay over tourists on the other hand are that multiple stay over tourists answered that it depends on the type of tourists and that they believe that the strategies have had an effect on stay over tourists and divers but not on cruise tourists (Cross Tabulation 8).

Cross Tabulation 8

Have Bonaire's strategies made you more aware of how one is expected to behave when visiting and interacting with the nature, marine ecosystem and people of Bonaire?	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total	150	88	34	46	15	1
Yes	55,33%	63,64%	82,35%	43,48%	-	-
No	12,00%	14,77%	5,88%	8,70%	-	-
Neutral	28,67%	18,18%	5,88%	43,48%	-	-
Other (due to internship)	0,67%	0,00%	0,00%	0,00%	-	-
Other, (Tourism made me more aware)	0,67%	1,14%	0,00%	0,00%	-	-
Other (unaware)	0,67%	0,00%	0,00%	2,17%	-	-
Missed/ not answered	2,00%	2,27%	5,88%	2,17%	-	-

Do policies and regulations have an effect on how tourist interact and behave with the marine ecosystem and nature of Bonaire (are they less likely to litter, swim to close and/or destroy corals).	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total	150	88	34	46	15	1
Yes	66,00%	64,77%	67,65%	78,26%	-	-
No	6,67%	7,95%	5,88%	0,00%	-	-
Neutral	18,00%	14,77%	11,76%	17,39%	-	-
Other, unaware/ a little/ hope so	4,00%	4,55%	2,94%	2,17%	-	-
Other (Cruise does not offer any information ahead of time)	0,67%	0,00%	0,00%	2,17%	-	-
Other (depends which tourist - divers and stayover-tourist yes but no cruise ship tourists)	2,00%	3,41%	5,88%	0,00%	-	-
Needs more control, not only policies and regulations	0,67%	1,14%	0,00%	0,00%	-	-
Missed/ not answered	2,00%	3,41%	5,88%	0,00%	-	-

Cross Tabulation 8: Bonaire's strategies impact on tourist perception of behavior when interacting with a marine ecosystem.

This trend seems to continue as multiple stay over tourists answered on the questions of if there, in Bonaire, is a norm among tourists to behave in a sustainable manner, if tourists in Bonaire are aware of their environmental impact than elsewhere and if tourists in Bonaire act more environmentally friendly than elsewhere, that it depends on which tourists and explicitly highlighting that if it were cruise tourists the answers to the questions would be no (Cross Tabulation 9). Overall, the respondents seem to believe that there is a slight norm among tourists to behave in a sustainable manner as 40,67% answered yes , 32% answered neutral, only 16,67% answered no, and the remaining 10,67 provided other answers (Cross Tabulation 9). Furthermore, the respondents mainly answered with neutral (40,67%) for the question of if they think that tourists in Bonaire act more environmentally friendly than elsewhere (Cross Tabulation 9). On the question of the respondents' perceptions on whether tourists in Bonaire are more aware of their environmental impact than elsewhere, 38,67% answered yes, 32% answered neutral, and 24% answered no. Differences can then be noted between the different categories as on average 44,32% of all stay over tourists answered yes, 22,73% answered neutral, and 30,68% answered no. Of the stay over tourists, 52,94% of all divers answered yes, 38,24% answered neutral and 5,88% answered no. Of the cruise tourists on the other hand only 32,61% answered yes, 39,13% instead answered neutral and 19,57% answered no (Cross Tabulation 9).

Is there a norm among tourist to behave in a sustainable manner here in Bonaire?	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total	150	88	34	46	15	1
Yes	40,67%	40,91%	47,06%	43,48%	-	-
No	16,67%	21,59%	11,76%	4,35%	-	-
Neutral	32,00%	31,82%	32,35%	34,78%	-	-
Other (depends on which tourists, divers and informed tourists yes but cruise tourists no)	6,67%	5,68%	8,82%	6,52%	-	-
Other, unaware/ a little/ hope so	2,00%	0,00%	0,00%	4,35%	-	-
Missed/ not answered	2,00%	0,00%	0,00%	6,52%	-	-

Are tourist in Bonaire more aware of their environmental impact than elsewhere?	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total	150	88	34	46	15	1
Yes	38,67%	44,32%	52,94%	32,61%	-	-
No	24,00%	22,73%	5,88%	19,57%	-	-
Neutral	32,00%	30,68%	38,24%	39,13%	-	-
Other (not cruise tourists)	1,33%	2,27%	2,94%	0,00%	-	-
Other (I'm not sure)	2,00%	0,00%	0,00%	4,35%	-	-
Missed/ not answered	2,00%	0,00%	0,00%	4,35%	-	-

Do tourists in Bonaire act more environmentally friendly than elsewhere?	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total	150	88	34	46	15	1
Yes	32,67%	37,50%	41,18%	28,26%	-	-
No	19,33%	18,18%	8,82%	17,39%	-	-
Neutral	40,67%	37,50%	44,12%	45,65%	-	-
Other (Only if you visited the island for its nature)	1,33%	2,27%	0,00%	0,00%	-	-
Other (diver yes)	0,67%	1,14%	2,94%	0,00%	-	-
Other (not cruise tourists)	0,67%	1,14%	0,00%	0,00%	-	-
Other, unaware/ a little/ hope so	3,33%	2,27%	2,94%	4,35%	-	-
Missed/ not answered	1,33%	0,00%	0,00%	4,35%	-	-

Cross Tabulation 9: Respondents perspective on tourist behavior on Bonaire

On the statement of if the respondents think about how they can reduce negative environmental effects when being on vacation, divers then show the highest value of all tourists with an average of 4,5, slightly to highly agreeing with the statement (Cross tabulation 10). Cruise tourist show an average value of 3,85, meaning that they slightly agree to neutrally agree nor disagree to the

statement (Cross tabulation 10). Respondents, on average, show that they slightly to highly agree (4,13) on the statement (Cross tabulation 10).

Cross Tabulation 10

Purpose compared to, i think about how I can reduce negative environmental effects when being on vacation.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	4,13	4,20	4,50	3,85	-	-
Strongly disagree	1,33%	0,00%	0,00%	4,35%	-	-
Slightly disagree	2,67%	3,41%	2,94%	2,17%	-	-
Neutral	16,00%	17,05%	5,88%	19,57%	-	-
Slightly agree	38,00%	35,23%	29,41%	41,30%	-	-
Highly agree	41,33%	44,32%	61,76%	30,43%	-	-
Missed/ not answered	0,67%	0,00%	0,00%	2,17%	-	-
* On a scale from 1 to 5 with 1 being strongly disagree and 5 being highly agree						

Cross Tabulation 10: Respondents own perception of responsibility.

While cruise tourists are less likely, and stay over tourists (especially divers) are more likely, to think about how they can reduce negative environmental impact, all respondent categories seem to ascribe a certain level of responsibility towards the destination. On average, all respondent categories slightly to highly agree on the statement that they as tourists have a responsibility towards a destination to act sustainable and minimize harm, environmentally, economically and/or socially (Cross Tabulation 11). While the vast majority of stay over tourist seem to highly agree with the statement and cruise tourists are divided between slightly to highly agreeing, their average values show no major differences for their ascription of responsibility (Cross Tabulation 11). As for their perception of tourist overall, the respondents seem to slightly agree (4,01) on the statement that tourists should have to change their behavior in order to reduce environmental problems. A small difference can be noted between cruise tourists and stay over tourists as cruise tourists are less likely to agree with this statement, showing an average of 3,61 (Slightly agreeing to neutral) compared with 4,15 (slightly agreeing to highly agreeing) from the stay over tourists (Cross Tabulation 11).

Purpose compared to, As a tourist, I think I have a responsibility towards the destination to act sustainable and minimize harm, environmentally, economically and/or socially	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	4,41	4,42	4,32	4,28	-	-
Strongly disagree	0,00%	0,00%	0,00%	0,00%	-	-
Slightly disagree	0,67%	0,00%	0,00%	2,17%	-	-
Neutral	7,33%	9,09%	5,88%	6,52%	-	-
Slightly agree	25,33%	17,05%	11,76%	41,30%	-	-
Highly agree	63,33%	69,32%	73,53%	47,83%	-	-
Missed/ not answered	3,33%	4,55%	8,82%	2,17%	-	-

Purpose compared to, Tourist will have to change their behavior in order to reduce environmental problems.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value*	4,01	4,15	3,97	3,61	-	-
Strongly disagree	1,33%	1,14%	2,94%	0,00%	-	-
Slightly disagree	5,33%	3,41%	2,94%	8,70%	-	-
Neutral	12,00%	10,23%	8,82%	19,57%	-	-
Slightly agree	34,00%	32,95%	20,59%	41,30%	-	-
Highly agree	43,33%	48,86%	55,88%	23,91%	-	-
Missed/ not answered	4,00%	3,41%	8,82%	6,52%	-	-
* On a scale from 1 to 5 with 1 being strongly disagree and 5 being highly agree						

Cross Tabulation 11: Respondents own ascription of responsibility and perception of overall behavior from tourists.

Regarding the way respondents perceive the impact of human interaction with nature, no major differences were found between the respondent categories and the overall average value of the respondents. Respondents seem to neutrally to slightly agree (3,69) on that human activities and interactions with nature disrupt the balance of nature and, slightly to strongly disagree (1,87) on that plants and animals are not disrupted by human interaction (Cross Tabulation 12). The respondents further seem to slightly disagree to highly disagree on the statement that environmental issues should be prioritized lower. No major difference between the average values of the respondent categories can be found. On the other hand it can be seen that cruise tourists slightly less disagree with this statement than stay over tourists as only 43,48% of cruise

tourists highly disagree compared with the 62,50% of all stayover tourists and 64,71% of all stayover tourists of which divers.

Cross Tabulation 12

Human activities and interactions with nature disrupt the balance of nature	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	3,69	3,69	3,35	3,50	-	-
Strongly disagree	2,00%	2,27%	5,88%	2,17%	-	-
Slightly disagree	6,67%	4,55%	2,94%	13,04%	-	-
Neutral	22,00%	22,73%	29,41%	19,57%	-	-
Slightly agree	39,33%	39,77%	29,41%	41,30%	-	-
Highly agree	26,00%	26,14%	23,53%	19,57%	-	-
Missed/ not answered	4,00%	4,55%	8,82%	4,35%	-	-

Plants and animals are not disrupted by human interaction	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	1,87	1,80	2,00	2,00	-	-
Strongly disagree	46,67%	50,00%	44,12%	36,96%	-	-
Slightly disagree	26,00%	26,14%	11,76%	28,26%	-	-
Neutral	11,33%	9,09%	17,65%	17,39%	-	-
Slightly agree	9,33%	6,82%	8,82%	10,87%	-	-
Highly agree	3,33%	4,55%	8,82%	2,17%	-	-
Missed/ not answered	3,33%	3,41%	8,82%	4,35%	-	-

Environmental issues should be prioritized lower in the future.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Other	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	1,66	1,59	1,41	1,74	-	-
Strongly disagree	55,33%	62,50%	64,71%	43,48%	-	-
Slightly disagree	18,00%	11,36%	5,88%	23,91%	-	-
Neutral	17,33%	18,18%	17,65%	21,74%	-	-
Slightly agree	4,00%	3,41%	2,94%	4,35%	-	-
Highly agree	1,33%	1,14%	0,00%	0,00%	-	-
Missed/ not answered	4,00%	3,41%	8,82%	6,52%	-	-
* On a scale from 1 to 5 with 1 being strongly disagree and 5 being highly agree						

Cross Tabulation 12: Respondents perspective on the statement of if environmental issues should be prioritized lower in the future.

5. Discussion and analysis

In chapter five I discuss the study's results in relation to the previous research discussed in chapter 2. Firstly I broaden the understanding of destination development strategies and possible impact by discussing the relationship between tourism, island economies, and the marine ecosystem, the need for and tourist perception towards destination development strategies. After this I try to provide context of the effects of destination development strategies by discussing Bonaire's destination development strategies in relation to tourists' attitudes and behavior towards the strategies and their knowledge of them. After this I discuss the effects of destination development strategies on tourist attitudes and behavior compared with their knowledge of them and the strategies contribution towards sustainable tourist behavior and attitudes. Lastly I evaluate the data representativeness and the impact the respondents characteristics might have had on the results.

5.1 The relation between tourism, island economies and marine ecosystems

The purpose of the study is to investigate the contribution of a destination's development strategies towards creating a sustainable blue tourism industry and its impact on tourists' attitudes and behavior. In order to fulfill this purpose I have looked further into the case of Bonaire by implementing the method of a questionnaire based survey. To discuss any effects of Bonaire's destination development strategies on tourist behavior and attitudes and how destination's development strategies could contribute towards creating a sustainable blue tourism industry, it is important to broaden the discussion of how tourism, island economies, and the marine ecosystem are interdependent. This serves to provide a context for destination development strategies and their possible implementations.

By examining the case of Bonaire it is possible to see that tourism could be considered an important sector for a small island economy in terms of economic output and development (KvK Bonaire 2020). That tourism plays an important role in island economies, and especially in the Caribbean, had as well been highlighted by Clegg et al. (2021) who stated that, in the Caribbean, tourism is often functioning as the primary driver of economic growth and social development for small islands. Tourism on islands is then often recognized as being intertwined

with the ocean and the marine ecosystem as they provide islands with an attractive value that draws tourists towards an island as was emphasized by Hall (2010) and Uyarra et al. (2009) highlighting the importance of nature and coral reefs for an island's tourism industry. That nature and the marine ecosystem is of importance for Bonaires' tourism industry has as well been found by the results from the questionnaire based survey as nearly 60% of the respondents' reasons for visiting the island were related to water related activities (Chart 2). From the 150 respondents who answered the questionnaire, 102 provided at least one purpose related to water activities as one of their purposes to visit the island of Bonaire (Appendix 5). Furthermore it has been highlighted by the tourism corporation of Bonaire (2017) that Bonaire is best known for its diving. This all highlights the importance and the connection of natural resources and the marine ecosystems for tourism on Bonaire. As a result, the marine ecosystem and natural resources could be understood to serve as the engines of a small island tourism industry. Thus functioning as the driver for growth and social development for a small island. Small island tourism economies could then be understood as being dependent on the health of its marine ecosystem and nature for its tourism industry and the attractiveness of the island.

5.1.1 Environmental impact and destination development strategies

Nevertheless, natural resources and the marine ecosystem of island and coastal regions have been highlighted as being highly vulnerable to external stressors such as climate change (Carić & Mackelworth 2014; Clegg et al. 2021; UNWTO 2008; UNWTO & ITF 2019) and unsustainable tourists behavior (Abdullah et al. 2019; Beeharry et al. 2021; Clegg et al. 2021; Hsiao et al. 2021). It is discussed that the tourism industry is seen as a major contributor to climate change and causes environmental impact at a destination as well as globally. According to estimates from the UNWTO (2008), long-haul flights and cruises can emit up to 35 times as much carbon dioxide as average trips. Besides CO2 emissions, cruise tourism has been highlighted as a major producer of marine debris, polluting the sea and transmitting invasive species (Carić & Mackelworth 2014). The Caribbean, islands and coastal areas are then discussed as being extremely vulnerable to the effects of climate change, including coastal flooding, extreme weather, the loss or reduction of beaches, and losses in coastal ecosystems putting stressors on the marine ecosystem (Clegg et al. 2021; UNWTO 2008). In combination to this, engagement in recreational activities has been highlighted by Camp and Fraser (2012), Beeharry et al. (2021) and Webler and Jakubowski (2016) as harmful due to the fact that it could disturb natural habitats of marine plants and animals. Snorkeling and diving has been shown to put corals under stress, and pressure, such as from

disease, finkicks, litter and/or change in turbidity. Additionally, it is discussed that beach-goers then tend to litter which causes damage to the seabed and buildup of toxic waste as well as negatively influencing the aesthetic appeal of a destination (Beeharry et al. 2017; Esparon et al. 2015; Hal 2010; Uyarra et al. 2009; Schlining et al. 2013; Hal 2010). In relation to Bonaire, it has been discussed that the island's attractiveness and tourists appeal highly depend on the health of its natural resources and marine ecosystem, and thereby major parts of its economy. The majority of the tourist visiting Bonaire provided at least one purpose related to recreational water activities as for their purpose to visit the island (Chart 2 & Appendix 4). This indicates that engagement in water-related recreational activities are of great importance for tourists to visit island destinations which on the other hand could put these resources under great stress making island destinations vulnerable as they rely on the health of these resources for its tourism industry and the attractiveness of the island.

While the tourism sector alone cannot address the issues caused on by climate change, it has been discussed by the UNWTO (2008) that it can begin by creating a destination development strategy to control tourism, and change negative tourist behavior. As has been highlighted in the discussion above, the tourism industry could negatively affect its own resources and become destructive to itself if management of the negative effects of tourism on nature is not managed correctly. On the other hand, the discussion has shown that obtaining full sustainability can not only be accomplished by implementing a destination development strategy at a specific destination and trying to change tourists behavior at this destination. Even though working with destination development strategies on a destination level is important to manage direct threats, destinations, and the overall tourism industry, should be working together in informing tourists and regulating the tourism industry in order to really minimize all negative impact caused by climate change and overall tourist behavior.

5.1.2 Environmental impact and Tourist perception and value of destination development strategies

While an island destination thus might benefit from an established tourism industry on an island by utilizing their marine ecosystem and natural resources tourism industry and unsustainable tourist behavior could on the other hand negatively impact an island's natural resources and marine ecosystem (Abdullah et al. 2019; Beeharry et al. 2021; Clegg et al. 2021; Hsiao et al. 2021). As can be noted from the results, the respondents regarded human interaction with nature as being disrupting the balance of nature and the marine ecosystem (Cross Tabulation 12).

Additionally, the respondents indicate that tourists should change their behavior in order to reduce environmental problems (Cross Tabulation 11). This indicates that tourists on Bonaire are aware of the impact tourists in general could have on the environment. Moreover the respondents were further found to seem to slightly disagree to highly disagree on the statement that environmental issues should be prioritized lower in the future. This suggests that environmental concerns are of relevance to Bonaire visitors in today's era.

It has been highlighted by Uyarra et al. (2009) that the importance of destination development strategies could be linked to the importance of nature and the marine ecosystem to tourists as well as their perception of its condition. The condition of corals, their color, the quantity of fish and an island's natural resources had been highlighted as all being important factors for visitor satisfaction and the attractiveness of an island destination. Esparon et al. (2015) emphasized that rather than the product itself, experience comes from the assets of the product. Tourist thus may see the island as the product and its marine ecosystem and natural resources as the characteristics of the product that affects the attractiveness of an island destination and visitors satisfaction and thereby their perception of importance of destination development strategies. The importance of nature and the marine ecosystem as well as environmental concerns to tourists could provide an indication towards the extent of which destination development strategies could have had an effect on tourist behavior and attitudes. This thus may indicate the value tourists have towards destination development strategies. From the results of the questionnaire-based survey it could be seen that Bonaire's marine ecosystem and natural resources were of more importance for stay over tourists, especially divers, than for cruise tourists (Cross Tabulation 1). Cruise tourist thus seemed to place less value on the marine ecosystem and natural resources of the island than stay over tourists. This difference is then as well inline with the value the respondents placed towards Bonaire's strategies. In the resultats it was possible to see that stay over tourist respondents seem to place more value on Bonaire's strategies for protecting wildlife, the marine ecosystems and for developing a sustainable tourism industry than cruise tourist respondents (Cross Tabulation 7). Stay over divers, as to whose nature and the marine ecosystem of Bonaire was of most importance, then as well placed the highest value on Bonaire's destination development strategies of all respondent categories (Cross Tabulation 7).

What can be noticed from this is that even though all respondent groups found that human interaction with nature disrupts its balance and find tourists' behavior to be unsustainable, differences between the ascribed value of destination development strategies could be noted

between the respondent categories. This difference might have been due to the ascribed importance of nature to tourists themselves due to their purpose of visit as this could influence their view in the need for destination development strategies and their overall visitor satisfaction. Cruise tourist respondents were found to find environmental concerns of less relevance than stay over tourist respondents. Stay over tourists than mainly visited the island for its water- and cultural activities while cruise tourists placed less value on these types of activities (Tourism Corporation Bonaire 2017). This in itself can then be interesting in the matter of measuring the impact of the development strategies in that the ascribed importance of nature therefore also could, to some extent, control how educated the tourists are and how interested they are in absorbing the information from the various development strategies. This due to its impact on tourists ascribed value of and towards destination development strategies. The respondents characteristics and possible impact on perceived value of nature and the destination development strategies will further be discussed under the heading of 5.5.2 Respondent / visitor characteristics and data outcome.

It is important to note here that these results might be specific towards the destination "Bonaire" as no research was done to investigate these trends on other blue economy tourism islands with both an established stay over tourism industry and cruise tourism industry. In order to be able to say something about tourists visiting island destinations in general more research should thus be needed. Research of more island destinations with both an established stay over tourism industry and cruise tourism industry should be needed in order to be able to confirm or deny the possible hypothesis of that cruise tourists place less value on the marine ecosystem and natural resources of island destinations in general than stay over tourists and that this could have an effect on tourists ascribed value of destination development strategies.

5.2 Bonaire's destination development strategies

This study then highlights the impact destination development strategies can have on tourists attitudes and behavior within a blue economy. A blue economy has been highlighted by Clegg et al. (2021) and The Caribbean Development Bank (2018) as the strategic use of coastal resources to promote economic development while safeguarding ocean and coastal ecosystems, highlighting human-ocean-related activities. Thus in a blue economy one needs to find a sustainable middle ground where economic and social development and the preservation of marine life can coexist. Destination development strategies must thus weigh the loss of marine

ecosystems against potential economic growth. The destination development strategies of Bonaire therefore attempt to address this conflict in the island's progress towards becoming a blue destination. The study focuses on the three of Bonaire's main tourism destination development strategies, the protection of nature and the nature fee, Blue Destination and its company certification and making tourists take a pledge.

5.2.1 Tourists attitudes and behavior towards Bonaire's destination development strategies

As presented in the results, all of the waters surrounding Bonaire and Klein Bonaire are protected in the Bonaire National Marine Park. Visitors are required to pay an entry fee before entering the waters as it is prohibited for visitors to use and enter the Bonaire National Marine Park without having paid the fee (Art.1, §C, Openbaar Lichaam Bonaire, bestuurscollege 2022:08; Art.2, §2, Eilandsbesluit natuurbeheer Bonaire 2010:03). The fee as well gives access to The Washington Slagbaai National Park on Bonaire (STINAPA 2019). When paying the nature fee one has to agree to follow the rules and regulations that are ministered in the Bonaire National Marine Park and Washington Slagbaai Park (STINAPA n.d.). Of all 150 respondents, 110 knew about Bonaire's destination development strategies of the protection of Bonaire's nature and its Nature Fee. The 110 respondents found themselves highly likely to follow the rules and regulations allocated towards the Bonaire National Marine Park and Washington Slagbaai Park and found themselves slightly too highly aware of them (Chart 3 & Appendix 5). That tourists have to agree on following the rules and regulations before purchase as well means that tourists will have to read through them which provides them with a learning opportunity about acceptable and non acceptable behavior. Increasing learning opportunities have been highlighted by Gössling (2018) and Abdullah et al. (2020) as a tool for increasing sustainable behavior among tourists which, according to them, could provoke an increase in their willingness to support wildlife conservation, promote appropriate behavior in wildlife encounters and provoke more interest in learning about the overall environment and what impact one has on it. Thus by letting tourists have to read through the rules and regulations it provides them with a learning opportunity, increasing their knowledge and thereby may impact how they understand their behavior and their impact on the environment (Abdullah et al. 2020).

It can further be concluded that the majority of the respondents indeed paid the nature fee and that 10 respondents even stated that they had paid the nature fee even though they had not

visited any of the national parks for recreation (Cross Tabulation 3). Additionally, the reason of contributing towards the preservation of Bonaire's natural environment and marine ecosystem for paying the nature fee was seen as the most important reason among the respondents. Secondly ranked was to be able to enter the waters surrounding Bonaire och the Washington Slagbaai Park and least important paying the nature fee as compensation for the impact respondents might have on nature (Cross Tabulation 4). As for reasons for respondents to not pay the nature fee it could be seen that most respondents did not even answer this question (64) and that 14 respondents even explicitly stated that they seem to have no reason/ no question about not paying the nature fee (Cross Tabulation 4). Additionally, 19 respondents indicated that the cost of the nature fee would be a reason to not pay the fee. The high amount of tourists paying the nature fee together with contributing to the preservation of Bonaire's natural environment and marine ecosystem being the most important reason for the respondents to pay the fee and that for most of the respondent there is no question about not paying provides an indication that most tourists find the preservation efforts important. This thus provides us with an indication that this destination development strategy provokes sustainable behavior by providing tourist with a learning opportunity and impacting their value of environmental preservation and protection efforts.

Regarding the other two destination development strategies, it was discovered that only 19 respondents were aware of Blue Destination and nine were aware of Bonaire Bond (Appendix 5). The respondent who knew about Blue Destination felt neither informed nor uninformed about the rules and regulations that come with a company's blue destination certification (Chart 4). Furthermore, respondents found themselves neutral to slightly likely to book an accommodation or engage in an activity depending on if it is blue destination certified or not and approximately half of the respondents seemed to prefer to book with a blue destination certified company over a non certified company (Chart 4). For them the reason of helping with nature preservation and sustainability was seen as an important theme for why they prefer to book with a blue destination certified company over a non certified company (Chart 5). This as well provides an indication that the efforts of Blue Destination highlights the connection between human activities and the ocean which thereby may provoke more sustainable behavior. Visitors are additionally encouraged to sign “Bonaire Bond” where they pledge to respect wildlife, to be eco-aware, safe, careful, tread lightly, and to leave no trace as well as to respect the home and culture of the local community as one's own family and to always be a friend, to be mindful of the ocean and how they interact with and treat it in order to keep Bonaire Blue (Bonaire Island n.d.). What was seen

is that of the respondents who knew about Bonaire Bond only two had taken the pledge while six answered that they had not and one highlighted that there had not been an opportunity yet to sign it (Chart 6). As for impact, four respondents provided an insight but no themes could be identified from these answers (Chart 6). It is important to take into consideration that the few amount of respondents for both Blue Destination and Bonaire Bond make it difficult to determine any themes in the results with certainty. On the other hand, these results indicate that these strategies have not yet had any major impact on tourist behavior and attitudes as most tourists were not aware of these two strategies.

While Bonaire Bond's low awareness could be due to the strategy's recentness, more research should be needed to gain an insight as to why relatively few respondents knew about Blue Destination. Environmental knowledge is seen as an important tool in order to help people understand the basics of environmental issues, which then may lead to a stronger sense of responsibility for the environment and thereby provoking sustainable behavior (Abdullah et al. 2020). If the two strategies are unable to provide the tourist with knowledge no change would be happening in tourists current behavior patterns, which may leave the islands natural resources and marine ecosystem at risk for unsustainable behavior and stressors. Therefore it is argued that the "tourism industry has a responsibility to engage visitors in transformative learning experiences to foster and support processes of sustainability" (Gössling 2018, p.295).

To summarize this, the study found that respondents mostly found themselves informed of Stinapa, the two national parks and its "Nature Fee" (Appendix 5). Of the 150 respondents, 110 knew about Bonaire's destination development strategies of the protection of Bonaire's nature and its Nature Fee, 19 knew about blue destination and its company certification and nine respondents knew about Bonaire Bond. This indicates that of a possible effect STINAPA would have had the highest influence on tourists behavior and attitudes compared with the other two strategies. This thus limits the possible effects the later two strategies could have had on tourists behavior and attitudes.

5.2.2 Tourists knowledge of Bonaire's destination development strategies

Knowledge was then seen as a key driver for sustainable behavior due to that an increase in knowledge and provided information increase tourist awareness and let them gain a self reflecting understanding of their behavior and the impact they might have on the environment (Juvan & Dolnicar 2021; Gössling 2018). What was found in the results was that differences

could be noted between the different respondent groups in question of their awareness and knowledge of the different strategies. Further it was found that cruise tourist respondents have limited knowledge of the island's tourism destination development strategies as they in general felt less informed (Cross Tabulation 5) and felt more unaware (Cross Tabulation 6) of the strategies compared to stay over tourist respondents and especially the divers stay over tourists respondents. Additionally, in every two cruise tourist respondents, only one knew about one of Bonaire's strategies and of all 36 respondents who did not know about any of Bonaire's strategies 28 of them were cruise tourists (Appendix 5). Making up for a little more than 50% of all the respondents who visited the island with the purpose of being on a cruise (Cross Tabulation 5). Moreover it could further be seen that of all cruise tourists respondents two knew about Bonaire Bond, six about Blue destination and 17 about Stinapa and its nature fee. Every stay over tourists then knew on average one of Bonaire's strategies and had only seven respondents out of 101 who did not know about Bonaire's strategies, making up for a little less than 7% (Cross Tabulation 5). Of the stay over tourist respondents five knew about Bonaire Bond, eight about Blue destination and 78 about Stinapa and its nature fee. Of the stay over tourist respondents the divers were the most informed and knew on average 1,28 of Bonaire's strategies and there were no respondents who did not know about any of them. Of the stay over divers four knew about Bonaire Bond, five about Blue destination and 32 about Stinapa and its nature fee.

5.3 The effects of destination development strategies on tourist attitudes and behavior

In question of how well aware the respondent categories are of Bonaire's strategies results should, according to the literature, find that stay over tourists, and especially divers should be behaving more sustainable and have more sustainable attitudes than cruise tourists. As, again, limited knowledge was seen in the literature as being an important driver for unsustainable behavior, thus lessening behavioral awareness, ascription of responsibility and norms (Abdullah et al. 2020; Gao et al. 2017; Gössling 2018; Line et al. 2018; Schwartz 1977).

While all respondents seem to ascribe a certain level of responsibility towards a destination to act sustainable and minimize harm, environmentally, economically and/or socially and find that tourists should have to change their behavior in order to reduce environmental problems (Cross Tabulation 11). No major differences were found between the respondent categories in their

perception of how human interaction impacts nature. All respondents generally perceived the impact of human interaction with nature as disrupting the balance of nature and all respondent categories seemed to slightly disagree to highly disagree on the statement that environmental issues should be prioritized lower.

Some differences in behavior and attitudes could indeed be found such as that stay over tourists appear to be more conscious about the possible harm tourists could cause to the environment than cruise tourists (Cross Tabulation 6; Cross Tabulation 9). Additionally cruise tourists were less likely, and stay over tourists (especially divers) more likely to think about how they can reduce negative environmental impact (Cross tabulation 10). Cruise tourists then seemed to be less likely to agree that tourists overall should have to change their behavior in order to reduce environmental problems than stay over tourists (Cross Tabulation 11). Cruise tourists even seemed to find that Bonaire's strategies have made them less aware of how one should behave when interacting with the nature, marine ecosystem and people of Bonaire than the other tourist categories. A significant difference could here be noted between stay over divers and cruise tourists. Of the stay over divers, 82,35% answered that the strategies indeed had made them more aware of how one is expected to behave compared with the 43,48% of cruise tourists (Cross Tabulation 8). Cruise tourists were then as well less likely to find tourists in Bonaire as more aware of their environmental impact than elsewhere then stay over tourists and especially stay over divers (Cross Tabulation 9). On the other hand, cruise tourists seemed to be more positive on the statement of if policies and regulations could have an effect on how tourist interact and behave with the marine ecosystem and nature of Bonaire than stay over tourists (Cross Tabulation 8).

Further, interesting results even came from the stay over tourist, especially some of the divers, who find cruise tourists as being less environmentally friendly, less aware of their impact and overall less influenced by the destination development strategies (Cross Tabulation 8; Cross Tabulation 9). Goa et al. (2017) highlighted that the degree to which tourists hold themselves and others accountable for acting sustainably is positively influenced by their awareness and perceptions of the negative effects of tourism. This thus may explain as to why stay over tourists and especially divers seem to hold cruise tourists accountable for negative behavior as could be seen that these respondent categories were more informed of the destination development strategies and felt more aware of possible harm.

5.4 Destination development strategies and contribution towards sustainable tourist behavior and attitudes

So far it has been discussed that obtaining knowledge could be seen as an effect of destination development strategies which may have led to an increase of tourists' consciousness and self awareness of behavioral impact, likeliness to think about ways to reduce negative environmental impact, and increases in the degree to which tourists hold themselves and others accountable for acting sustainably.

In order to determine if destination development strategies could encourage sustainable behavior with tourists, the discussion will be broadened by looking further into how knowledge could promote behavioral change and if the tourists of Bonaire indeed could have obtained this type of knowledge. Abdullah et al. (2020) highlighted the three different dimensions of knowledge, factual knowledge, conceptual knowledge and procedural knowledge, in order for knowledge to promote behavioral changes towards more sustainable and environmentally friendly behavior. Gössling (2018) four interrelated dimensions of knowledge highlight the understanding of how ecosystems and how humans affect them, what effects climate change could base on them, that resources are getting harder to come and the production of resources negative impact on the environment, and lastly that the design and operation of the global economic system encourages human interference with the before mentioned.

The first of Abdullah et al. (2020) dimensions is the understanding of the connections between ecosystems, the interactions between organisms, and the causes of environmental problems. The destination development strategies of Bonaire all attempt to address this interaction as it was discussed that they are developed to promote blue growth, thus highlighting human-ocean-related activities and its impact. By that they highlight human-ocean-related activities and its impact they as well have fulfilled all of Gösslings (2018) dimensions of knowledge. Abdullah et al. (2020) stated that a higher level of this type of knowledge is believed to provoke higher levels of attitude towards environmental policy. This could as well be seen in the results as paying the nature fee was mainly seen as a way to contribute to preservation of the natural environment and marine ecosystem, booking with a blue destination certified company as a way to contribute to sustainability efforts as well as that an increased value towards the destination development strategies and overall sustainability efforts could be noted. Moreover it has been discussed that the importance of the destination development strategies could be linked

towards tourists' own ascription of importance of nature and the marine ecosystem (Uyarra et al. 2009). Therefore tourists who from the beginning ascribe a higher value towards nature and the marine ecosystem already find themselves having a higher level of attitude towards environmental policy. This might be because they have a higher understanding of the connections between ecosystems, the interactions between organisms, and the causes of environmental problems as well as the impact tourist might leave on these ecosystems due to their ascribed importance.

The second type of knowledge is seen as the understanding of what one could do inorder to resolve environmental problems (Abdullah et al. 2020). Abdullah et al. (2020) highlights that this type of knowledge refers to awareness of potential solutions or action strategies that can be created. The questionnaire-based survey found that the tourists categories who stated that they were more aware of the destination development strategies as well showed a higher perception of consciousness of possible harm, more likely to think about how to reduce negative environmental impact (Cross Tabulation 10) and found themselves more aware of how one could behave in order to minimize negative environmental impact (Cross Tabulation 8). This indicates that destination development strategies indeed could provide tourists with the proper guidelines in order for them to be able to resolve environmental problems. Accordingly, tourists who are aware of action strategies are more likely to practice environmentally friendly behavior than those who only have a general understanding of environmental problems (Abdullah et al. 2020).

Abdullah et al. (2020) explained the last type of knowledge as impact knowledge which could be seen as a reflective state between concept, situation, strategy, and the individual to determine the most efficient way to deal with environmental problems. The questionnaire-based survey found that stay over tourists, and especially divers, hold themselves and others more accountable for acting sustainably then cruise tourists. Small differences could then as well be noted between the responsibility the different tourists groups felt towards acting sustainably and minimizing harm. As tourists, cruise tourists respondents found themselves slightly to highly agreeing of feeling responsibility towards a destination to act sustainable and minimize harm while stay over tourists highly agree (Cross Tabulation 11). Self awareness of behavioral consequences and ascription of responsibility are then seen as key drivers for creating prosocial or pro-environmental behavior according to the norm-activation theory of Schwartz (1977). It is said to provoke the creation of personal norms, which then may lead to sustainable tourist behavior (Gao et al. 2017).

Therefore, destination management strategies could encourage sustainable tourist behavior and attitudes by providing tourists with knowledge about the value of environmental protection, the connections between ecosystems, the interactions between organisms, and the causes of environmental problems. They also provide tourists with knowledge of what they can do to help minimize environmental problems which could provoke self-reflection of their behavior and self-awareness.

5.5 Evaluation of the data

In order to be able to fully discuss the impact of the destination development strategies on the tourists of Bonaire it could be important to evaluate the data representativeness towards the wider population of tourists on Bonaire in order to determine if their responses could provide an indication towards a potential overall perspective of tourists behavior and attitudes on Bonaire. Moreover, I will be discussing the respondents characteristics in order to be able to evaluate the importance of these characteristics for the outcome of the data.

5.5.1 Representativeness of the respondent group

Respondents mainly visited Bonaire from The Netherlands, The United States of America and Canada (Cross Tabulation 2) which as well had been highlighted by the Tourism Corporation of Bonaire (2023) as being the island's largest markets. According to the Tourism Corporation of Bonaire (2023), some identified secondary markets on Bonaire are Germany, Belgium and the United Kingdom. This has as well been found in the questionnaire-based survey (Cross Tabulation 2). What can be seen here is that the respondent group represents to some extent the nationality distribution among tourists to Bonaire thus making a fair representation of the nationality distribution among tourists visiting Bonaire. Moreover, the largest age group for the respondents was 43-58, also called Generation X. This was then as well in line with statistics from the Tourism Corporation of Bonaire (2023) as the average age for its two largest markets where 55+ (Americans) and 45+ (Dutch) thus between the ages of Generation X. Different from this, on the other hand, is that the questionnaire-based survey instead found the American respondents to be typically younger than Dutch. American respondents mainly visited the island for the purpose of a cruise which were found to be between the ages of 27-42 (millennials) and 43-58 (Gen X) while Dutch respondents mainly visited the island as stay over tourists which

were found being between the ages of 43-58 (Gen X) (Cross Tabulation 2). The Dutch respondent then mainly fell in the respondent category of stay over tourists and the American respondents mainly in the respondent category of cruise tourists. As highlighted by the Tourism Corporation Bonaire (2023), Bonaire has both an established stay over the tourism industry and cruise tourism industry. Stay over visitors then accounted for almost 58% of all respondents and cruise tourists for 28%. This, on the other hand, is not inline with statistics from the Tourism Corporation of Bonaire (2023) as they show that there is a significantly higher number of cruise tourists visiting Bonaire than stay over tourists.

Overall the respondent group seem to catch the broader tourist populations characteristics on Bonaire as similar market segments, age groups and respondents in both of Bonaire's tourism industries, stayover tourism and cruise tourism, have been found.

5.5.2 Respondent / visitor characteristics and data outcome

According to Steg and Vlek (2009), behavior is then influenced by both internal factors, such as early cognitions, perceptions, moral motivations, and personal norms and habits, as well as external factors, knowledge, cost, alternatives and social norms. As a result, behavior is embedded in complex wide frameworks of social and personal norms and conditions (Gössling 2018). Therefore it could be important to see what effect the respondents characteristics could have had on the data. As had been highlighted by the Tourism Corporation of Bonaire (2017), the Dutch market segment finds cultural and water activities, quality of diving, cleanliness, natural conservation efforts and mobility at the destination as important factors for visiting the island. Moreover this market segment was highlighted, by both the Tourism Corporation of Bonaire and the results, as being in the generation X, born between 1965 and 1980. This generation is then often considered to be highly realistic, resourceful, and self-interested (Gray et al. 2019). The American market segment on the other hand finds land-based activities, shopping opportunities, night life, ecotourism activities and quality of service in restaurants of more importance. Additionally this market segment was highlighted, by Tourism Corporation as being in the generation X and by the results as being between the generation X and millennials. Millennials are then born between 1981 and 1996 and are often considered to be opinionated, distrustful of institutions, technologically savvy, quick to learn, and self-involved (Gray et al. 2019). Moreover the American respondents mainly visited the island for the purpose of a cruise while the Dutch market segment mainly visited the island for the purpose of a stay over visit. Taking these

characteristics in account it is important to notice a difference between the importance of the ocean and nature at the destination in general between these two categories. While the American respondent mainly visited the island by cruise, they seem to prefer land-based activities making the ocean less important for this type of tourist and thus may indicate a lessening interest towards the destination development strategies, possibly making the strategies have less impact on this group. In addition, as had been highlighted by Sanz-Blas et al. (2017), cruise passengers have limited time to visit and learn about a destination which leaves them with incomplete impressions and thus knowledge of a destination. That the cruise tourist respondents might have a limited knowledge of the island's tourism destination development strategies could as well be seen in the results. From the results, it can be highlighted that the cruise respondents in general felt less informed of Bonaire's strategies (Cross Tabulation 5) and felt more unaware of Bonaire's strategies (Cross Tabulation 6). In every two cruise tourist respondents, only one knew about one of Bonaire's strategies and of all 36 respondents who did not know about any of Bonaire's strategies 28 of them were cruise tourists (Appendix 5). This makes up for a little more than 50% of all the respondents who visited the island with the purpose of being on a cruise (Cross Tabulation 5). Their likeliness of knowing about the destination development strategies might thus be an outcome of their visitor characteristic as them being cruise visitors. This thus may be due to the fact that cruise tourists have been highlighted as preferring land-based activities and their limited time spent on a destination. The limited knowledge then may indicate more unsustainable behavior as knowledge was seen in the literature as being an important driver for sustainable behavior, thus lessening behavioral awareness an ascription of responsibility and norms (Abdullah et al. 2020; Gao et al. 2017; Gössling 2018; Line et al. 2018; Schwartz 1977). On the other hand it has been noted by Gray et al. (2019) that younger generations are to be more concerned about the environment than older generations and see the use of policies as more important than older generations even if it would increase cost.

The stay over visitors are on the other hand mainly Dutch respondents, in the generation X, who were characterized as preferring cultural and water activities, quality of diving, cleanliness, natural conservation efforts and mobility which indicates towards a higher interest for the ocean and thereby may as well the destination development strategies. Moreover, according to Martínez-Roget et al. (2020), stay over visitors are given more time at a destination making it easier for them to obtain a better impression of a destination they visit before and while visiting. This all thus indicates that stay over visitors on Bonaire, may due to their visitor characteristics, are more likely to have a higher knowledge of the destination development strategies. From the

results, it is possible to see that the stay over respondents in general were more informed of Bonaire's strategies (Cross Tabulation 5) and felt more aware of Bonaire's strategies (Cross Tabulation 6). Every stay over respondents knew on average about 1,07 of Bonaire's destination development strategies (Appendix 5). As this group has more knowledge about the destination development strategies and the destination, this may indicate more sustainable behavior as, again, knowledge was seen in the literature as being an important driver for sustainable behavior, thus increasing behavioral awareness an ascription of responsibility and norms (Abdullah et al. 2020; Gao et al. 2017; Gössling 2018; Line et al. 2018; Schwartz 1977).

Moreover, based on the results of the questionnaire-based survey, stay over divers were the most informed, they knew, on an average, 1,28 of Bonaire's strategies (Cross Tabulation 5). The perception of awareness of Bonaire's strategies than appears to be even higher among stay over divers who visited the island for the purpose of diving than among other stayover tourist (Cross Tabulation 6). This increase of knowledge may be due to the increase of importance of nature to this tourists type as had been explained by Uyarra et al (2009) who highlighted the connection between tourists' importance of and perception of the condition of an island's marine ecosystem and natural resources and their view of the importance of management and protection for tourists.

It can thus be discussed that the tourists groups might differ in their characteristics which could have impacted their interest, accessibility, familiarity and knowledge of Bonaire's destination development strategies. This in itself makes a great opportunity to compare these groups with one another in order to highlight possible effects of the destination development strategies as by showcasing their similarities and differences in attitudes and behavior. On the other hand it is thus important to take the respondents characteristics into account when evaluating the data as it might have impacted their interest towards the destination development strategies and their knowledge of them as well as their interest towards the ocean and nature of Bonaire.

6. Conclusions

Chapter 6 summarizes the study's findings on the research questions and purpose of the study. Furthermore, the chapter includes my reflections on the study's limitations and recommendations for future research.

This study tried to investigate the contribution of a destination's development strategies towards creating a sustainable blue tourism industry and its impact on tourists' attitudes and behavior. The two research questions of "What effect do tourism destination development strategies have on tourist behavior and attitudes?" and "Do tourism destination development strategies encourage sustainable behavior with tourists?" where formulated in order to fulfill the study's purpose. The study then further looked into the case of Bonaire by implementing the method of a questionnaire based survey in order to provide a deeper understanding of how destination development strategies could be used for obtaining a blue economy and the effect these might have on tourist behavior and attitudes.

- **What effect do tourism destination development strategies have on tourist behavior and attitudes?:** What has been found is that the effect of tourism destination development strategies on tourist behavior and attitudes depends on the knowledge they provide tourists with. Tourists who obtained more knowledge of the destination development strategies showed an higher level of consciousness and self awareness of behavioral impact on marine ecosystems and natural resources, an higher level of the likeliness to think about ways to reduce negative environmental impact, and an higher level of the degree to which tourists hold themselves and others accountable for acting sustainably. Tourists who obtained more knowledge of the destination development strategies further had a higher level of agreement on that tourists overall should have to change their behavior in order to reduce environmental problems.

- **Do tourism destination development strategies encourage sustainable behavior with tourists?:** What has been found is that tourism destination development strategies could encourage sustainable behavior when they are able to provide knowledge that highlights the relation between ecosystems and how one affects them, thus highlighting human-ecosystem-related activities and its direct and indirect impact locally and globally. The destination development strategies of Bonaire all attempt to address this complex

interaction, as has been discussed, that they are developed to promote blue growth, thus highlighting human-ocean-related activities and its impact. By gaining an understanding of the connection between ecosystems, the interaction with them and the impact that causes environmental problems, it was found that this could be provoking a higher level of attitude towards the destination development strategies of tourists. On the other hand the study found that the importance of nature for tourists is seen as an important driver of tourists attitude towards destination development strategies. Therefore tourists who from the beginning ascribe a higher value towards nature and the marine ecosystem already find themselves having a higher level of attitude towards environmental policy. This might be because they have a higher understanding of the connections between ecosystems, the interactions between organisms, and the causes of environmental problems as well as the impact tourist might leave on these ecosystems due to their ascribed importance.

Further, destination development strategies were found to encourage sustainable behavior with tourists when they are able to provide tourists with an understanding of proper behavior in order to minimize negative impact, making tourists aware of potential solutions or actions to resolve environmental problems. Tourists who were more aware of the destination development strategies were found to have a higher level of consciousness of possible harm, a higher level of likeliness to think about how to reduce negative environmental impact and found themselves more aware of how one could behave in order to minimize negative environmental impact. Destination development strategies could thus encourage sustainable behavior by providing tourists with proper guidelines in order for them to be able to minimize their own impact.

Additionally, destination development strategies could provoke self-reflection within tourists as it was found that tourists who ascribe a higher level of importance of nature and destination development strategies are more likely to hold themselves and others accountable for acting sustainably. Small differences could be noted in tourists' self-ascribed responsibility towards the destination to act sustainably and minimize harm as well as small differences in tourists' self-awareness of behavior and impact.

Therefore, destination management strategies could encourage sustainable tourist behavior and attitudes by providing tourists with knowledge about the value of

environmental protection, the connections between ecosystems, the interactions between organisms, and the causes of environmental problems. They also could provide tourists with knowledge of what they can do to help minimize environmental problems which could provoke self-reflection of their behavior and self-awareness.

As for how destination development strategies could be used for obtaining a blue economy for island destinations in general and how they could affect tourist behavior, the study found that destination development strategies for a blue economy could play an important role in the functioning of providing tourists with a learning opportunity about the interaction between activities, the ocean and their impact. The importance of this was seen as highly needed as islands marine ecosystems and natural resources have been discussed as being at constant risk from the tourism industry and tourist behavior, making the industry a very vulnerable economic sector for islands. Marine ecosystems and natural resources tend to play an important role in island economies for promoting social and economic development as they often are discussed as the driver for a functioning tourism industry due to their attractive value that draws tourists towards an island. The presence of a healthy marine ecosystem at island destinations is thus essential for tourism, the attractiveness of the island and thereby often social and economic development. By implementing a blue economy strategy an island can work with highlighting human-ocean-related activities and the impact these have locally and globally as they would try to strategically use coastal resources to promote economic development while safeguarding ocean and coastal ecosystems. By highlighting human-ocean-related interaction and impact this could provoke higher levels of attitudes from tourists towards destination development strategies. If this is combined with proper behavioral guidelines, this could increase tourists' self-awareness of behavior and impact and tourists' self-ascribed responsibility towards the destination to act sustainably and minimize harm. Providing them with a learning opportunity about acceptable and non acceptable behavior.

6.1 Research limitations and Recommendations for future research

1. It is important to note here that these results might be specific towards the destination "Bonaire" as no research was done to investigate these trends on other blue economy tourism islands with both an established stay over tourism industry and cruise tourism industry. In order to be able to confirm these results and be able to say something about tourists visiting island destinations in general more research should thus be needed.

2. Furthermore it is important to take into consideration that the study has had low amounts of respondents who knew about Blue Destination and Bonaire Bond which has made it difficult to determine any themes in the results in the questions specifically for the two strategies with certainty. On the other hand, these results indicate that these strategies have not yet had any major impact on tourist behavior and attitudes as most tourists were not aware of these two strategies and that the results, and therefore the effect of the destination development strategies, mainly are steered by the strategies of STINAPA. While Bonaire Bond's low awareness could be due to the strategy's recentness, more research should be needed to gain an insight as to why relatively few respondents knew about Blue Destination and Bonaire Bond. Environmental knowledge was seen as an important tool in order to help people understand the basics of environmental issues, which then may lead to a stronger sense of responsibility for the environment and thereby provoking sustainable behavior. If the two strategies are unable to provide the tourist with knowledge no change would be happening in tourists current behavior patterns, which may still leave the islands natural resources and marine ecosystem at risk for unsustainable behavior and stressors.

3. I would also like to address the need to better inform cruise tourists as this tourists group showed the lowest amount of sustainable behavior and knowledge of the destination development strategies. Even though this type of tourist only visits the island on a limited time basis it was discussed that due to the large numbers of tourists disembarking the ship, frequently breaches the carrying capacities of islands and coastal destinations and creates large concentrated crowds at important attractions (Carić & Mackelworth 2014). Combined with the unsustainable behavior, this may leave island marine ecosystems and natural resources under great stress. More research is also needed in order to gain an understanding of the full impact cruise tourism could have on an island's natural resources and marine ecosystems.

4. Moreover, according to Steg and Vlek (2009) and Gössling (2018), behavior is heavily influenced by both internal and external factors making behavior embedded in a complex wide framework of social and personal norms and conditions. As the study found when evaluating the data, the tourists groups differentiated in their characteristics which could have impacted their interest, accessibility, familiarity and knowledge of Bonaire's

destination development strategies. While this made a great opportunity to highlight possible effects of the destination development strategies as there was a difference of knowledge, more research could be needed in order to fully understand the impact of specific tourist characteristics and destination development strategies.

Appendix

Appendix 1: Questionnaire (english)

Question 1: **How old are you?**

Question 2: **Country of citizenship**

- ☐ The Netherlands
- ☐ The United States of America
- ☐ Sweden
- ☐ Belgium
- ☐ If other, please specify

Question 3: **How often have you visited Bonaire?**

Question 3.1: **If more than once: When was the first time you visited Bonaire (year)?**

Question 4: **What has been your main purpose with visiting Bonaire?**

- ☐ For Diving
- ☐ For snorkeling and swimming
- ☐ For the culture of the island
- ☐ For visiting friends and family
- ☐ For the sun and the sea
- ☐ Cruise
- ☐ Kitesurfing

- ☐ Real estate purchase
- ☐ If other, please specify

Question 5: **What of the following things have you heard of (multiple choices possible)?:**

- ☐ Bonaire Bond
- ☐ Blue destination and its company certification program
- ☐ Stinapa and its "Nature fee" (Bonaire National Marine Park & Washington Slagbaai National Park)

If you have heard about **Bonaire Bond**, please answer **questions 5.1 - 5.3:**

	Highly uninformed of	**Slightly uniformed**	**Neutral**	**Slightly informed**	**Highly informed of**
Question 5.1: To what extent do you know what is meant by “Bonaire Bond”	☐	☐	☐	☐	☐

Question 5.2: **Have you signed “Bonaire Bond”**

- ☐ Yes
- ☐ No
- ☐ Do not want to answer
- ☐ If other, please specify

Question 5.3: **What impact has “Bonaire Bond” had on you as well as your perception towards the island and its nature?**

If you have heard about **Blue destination**, please answer **questions 5.4 - 5.9:**

	Highly uninformed of	**Slightly uniformed**	**Neutral**	**Slightly informed**	**Highly informed of**
Question 5.4: To what extent do you know what is meant by “Blue destination”	☐	☐	☐	☐	☐
Question 5.5: To what extent do you know what rules and regulations companies need to follow in order to obtain a “blue destination certification”	☐	☐	☐	☐	☐
	Highly unlikely	**Slightly unlikely**	**Neutral**	**Slightly likely**	**Highly likely**
Question 5.6: How likely are you to book an accommodation or activity depending on if a company is blue destination certified or not	☐	☐	☐	☐	☐

Question 5.7: **Would you prefer to book an accommodation or activity with a blue destination certified company over a non blue destination certified company?**

- ☐ Yes
- ☐ No
- ☐ Does not matter

Question 5.8: **If Yes: What is the reason you would prefer to book with a blue destination certified company over a non certified company?**

Question 5.9: **If No: What is the reason you would prefer not to book with a blue destination certified company over a non certified company?**

If you have heard about **Stinapa** and **Nature Fee**, please answer **questions 5.10 - 5.15:**

	Highly unaware of	**Slightly unaware**	**Neutral**	**Slightly aware**	**Highly aware of**
Question 5.10: How aware are you of the rules and regulations allocated towards the use of the Bonaire National Marine Park & Washington Slagbaai National Park	☐	☐	☐	☐	☐
	Highly unlikely	**Slightly unlikely**	**Neutral**	**Slightly likely**	**Highly likely**
Question 5.11: How likely are you to follow the rules and regulations allocated towards the use of the Bonaire National Marine Park & Washington Slagbaai National Park when being within the parks	☐	☐	☐	☐	☐

Question 5.12: **Have you visited or used Bonaire's National Marine Park and/or Washington Slagbaai National Park for recreation such as diving, snorkeling, swimming, beach going, exploring)**

☐ Yes

☐ No

Question 5.13: **Have you paid the Nature Fee**

☐ Yes

☐ No

Question 5.14: **What is the main reason you would pay the Nature Fee**

☐ So that I can enter the waters and Washington Slagbaai park of Bonaire

☐ So that I can contribute to the preservation of the nature and marine ecosystem of Bonaire

☐ To compensate for the impact I leave on nature while being in these parks

☐ If other, please specify

Question 5.15: **What is the main reason you would not pay the nature fee**

☐ It is expensive

☐ I do not think it is necessary

☐ I prioritize other things over nature preservation

☐ If other, please specify

All of the following questions are on a scale from 1 to 5 with 1 being the lowest, “Highly unimportant” and 5 being the highest, "Highly important".

	Highly unimportant	**Slightly unimportant**	**Neutral**	**Slightly important**	**Highly important**
Question 6: To what extent has Bonaire’s nature and marine ecosystem been important for your decision to visit the island?	☐	☐	☐	☐	☐
Question 7: To what extent has Bonaire’s strategies for protecting its wildlife and marine ecosystems been important for your decision to visit the island?	☐	☐	☐	☐	☐
Question 8: To what extent has Bonaire's strategies for creating a sustainable tourism industry been important for your decision to visit the island	☐	☐	☐	☐	☐

All of the following questions are on a scale from 1 to 5 with 1 being the lowest, “Highly unaware off” and 5 being the highest, "Highly aware off".

	Highly unaware of	**Slightly unaware**	**Neutral**	**Slightly aware**	**Highly aware of**
Question 9: How aware would you say you are of Bonaire’s strategies for protecting its wildlife and marine ecosystems?	☐	☐	☐	☐	☐
Question 10: How aware would you say you are of Bonaire’s strategies for creating a sustainable tourism industry?	☐	☐	☐	☐	☐
Question 11: How aware would you say you are of the negative impact tourist can have on the environment?	☐	☐	☐	☐	☐

All of the following question are on a scale from 1 to 5 with 1 being "Strongly disagree" and 5 being "Highly agree"

	Strongly disagree	**Slightly disagree**	**Neutral**	**Slightly agree**	**Highly agree**
Question 12: I believe that tourists have a negative impact on the environment and marine ecosystem.	☐	☐	☐	☐	☐
Question 13: I believe that tourist have a positive impact on the environment and marine ecosystem.	☐	☐	☐	☐	☐
Question 14: I think about how I can reduce negative environmental effects when being on vacation.	☐	☐	☐	☐	☐
Question 15: I am aware that tourist could have negative impact on the marine ecosystem and environment and that I as a tourist always should reduce impact by changing any possible harmful behavior.	☐	☐	☐	☐	☐
Question 16: I always try to gather	☐	☐	☐	☐	☐

information about local policies and regulations about interaction with the environment.					
Question 17: I gather information about local policies and regulations about interaction with the environment in order to minimize possible harmful behavior.	☐	☐	☐	☐	☐
Question 18: I always try to gather information about local policies and regulations about interaction with the environment in order to behave in a socially accepted way.	☐	☐	☐	☐	☐
Question 19: Environmental issues should be prioritized lower in the future.	☐	☐	☐	☐	☐
Question 20: Tourist will have to change their behavior in order to reduce environmental problems.	☐	☐	☐	☐	☐

	Strongly disagree	**Slightly disagree**	**Neutral**	**Slightly agree**	**Highly agree**
Question 21: Human activities and interactions with nature disrupt the balance of nature.	☐	☐	☐	☐	☐
Question 22: Plants and animals are not disrupted by human interaction	☐	☐	☐	☐	☐
Question 23: The regulations and policies help me understand what negative impact I could cause on the environment.	☐	☐	☐	☐	☐
Question 24: The regulations and policies help me understand how to minimize possible negative environmental impact.	☐	☐	☐	☐	☐
Question 25: The regulations and policies help me understand what behavior is accepted and how I should behave according to them.	☐	☐	☐	☐	☐
Question 26: How destinations work to	☐	☐	☐	☐	☐

minimize the negative impacts of tourism on nature and society is highly important for me when making a decision for where I am travelling to.					
Question 27: As a tourist, I think I have a responsibility towards the destination to act sustainable and minimize harm, environmentally, economically and/or socially	☐	☐	☐	☐	☐

Question 28: **Would you say that Bonaire's strategies have made you more aware of how one is expected to behave when visiting and interacting with the nature, marine ecosystem and people of Bonaire?**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Question 29: **Do you think that policies and regulations around the use of the marine ecosystem and nature of Bonaire have an effect on how tourist interact and behave with it (are they less likely to litter, swim to close and/or destruct corals).**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Question 30: **Would you say that Bonaire's strategies such as Bonaire Bond, Blue destination and STINAPA's rules and regulations as well as paying a Nature fee, have made you more aware of how one is expected to behave when visiting and interacting with the nature, marine ecosystem and people of Bonaire?**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Question 31: **Would you say that there is a norm among tourist to behave in a sustainable manner here in Bonaire?**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Question 32: **Would you say that tourist on Bonaire are more aware of their environmental impact than elsewhere?**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Question 33: **Would you say that tourist in Bonaire act more environmentally friendly than elsewhere?**

- ☐ Yes
- ☐ No
- ☐ Neutral
- ☐ If other, please specify

Appendix 2: Information letter

Tourism destination development strategies for blue sustainability: its impact on the behavior and attitudes of tourists

Hi, I would like to ask you to participate in this questionnaire performed by Karlstads university, Sweden. In this document, you will find information about the study and what it means to participate.

With this research, I want to investigate the contribution of a destination's development strategy towards a sustainable tourism industry of a small island tourism-oriented society within a blue economy and its impact on tourists' attitudes and behavior in order to encourage desired sustainable behavior.

The study uses an on-site respondent-completed questionnaire containing a combination of closed, open-ended and likert-scale questions that are distributed to tourists willing to participate who are visiting the different dive/snorkel/beach spots on Bonaire selected for the study, (Sorobon Beach, Cruise Dock, Donkey Beach, Salt Pier and 1000 Steps). The purpose of the questionnaire is to gather an insight into how well aware tourist are of the different destination development strategies of Bonaire, what attitudes tourist have towards the destination development strategies and how they behave according to them. Respondent information is thus an important part of the questionnaire. Thus it is important that you answer the questions as honestly and as close to how you actually feel as possible about the topics in the questionnaire. Questions that arise during the completion of the questionnaire will be addressed after the

questionnaire has been fully filled out since this otherwise could impact the answers provided. This is because I would like for you to answer the questions out of their own thoughts and beliefs. In this study, not knowing is a highly valuable answer as well.

Completion of the questionnaire will approximately take **5-10 minutes.**

Participation is voluntary

Your participation in the study is completely voluntary and you can choose to revoke your consent and participation in this study at any time. If you choose not to participate or wish to revoke your consent for your participation, you do not need to state why. If you wish to revoke your consent for your participation, you must contact the person responsible for the study (see below).

What happens to my data?

Your personal data will be processed according to your informed consent. To participate is completely voluntary and you can revoke your consent at any time without giving any reason. Though, it will not affect the data processing before your revoke. All the information we receive will be processed in such a way that no unauthorized person can access it. The personal data will be processed until 09-06-2023

Your answers and your results will be processed so that unauthorized persons cannot access them. The data will be kept until the thesis work is finished and then destroyed. The reporting of the results will take place at group level and no individual will be able to be identified.

The legal basis for the processing of your personal data is informed consent. You can withdraw your consent at any time without giving a reason, which does not, however, affect the processing of personal data that took place before the withdrawal.

Karlstad University is the personal data controller for the processing of your personal data. The personal data may also be processed by personal data assistants (providers of IT services) to Karlstad University. According to the EU's data protection regulation (GDPR), you have the right to access the information about you that is handled in the study free of charge, and if necessary to have any errors corrected. You can also request that information about you be deleted and that the processing of your personal data be restricted. If you want to take part in the

data, you must contact the person responsible for the study (see below). If you are dissatisfied with the way your personal data is processed, you have the right to file a complaint with the Privacy Protection Authority, https://www.imy.se which is the supervisory authority. Contact information for the data protection officer at Karlstad University is e-mail: dpo@kau.se, via telephone (switchboard): 054 700 10 00. For more information on how Karlstad University processes personal data see https://www.kau.se/gdpr.

Responsible for the study

Avsluta alltid informationsbrevet med vem som är huvudansvarig för studien (dvs. handledaren) inklusive kontaktuppgifter. The main person responsible for the study is Fredrik Hoppstadius, fil.dr - Inst. for geografi, media and communication

Contact details:
fredrik.hoppstadius@kau.se, telefonnummer +46 54 700 1976
Adress: Universitetsvägen 2, 651 88 Karlstad

The study is conducted by Demy van Bremen, Student at Karlstad University

Contact details
Email: demyvanb100@student.kau.se

Cronbach's alpha was calculated according to the following formula:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum_{i=1}^{k} \sigma_y^2}{\sigma_x^2}\right) \quad (3)$$

Importance of nature and destination development strategies for decision to visit an island

Questions 6-8	*Values*	*Internal Consistency*
Number of Items (K)	3	Good
Sum of the item variance (σ_y^2)	4,98	
Variance total score (σ_x^2)	12,08	
Cronbach's Alpha (α)	**0,88**	

Consistency between the importance of nature and the importance of destination development strategies for protecting wildlife and marine ecosystems as well as for creating a sustainable tourism industry in the decision to visit the island.

Awareness of destination development strategies and tourist impact

Questions 9-11	*Values*	*Internal Consistency*
Number of Items (K)	3	Good
Sum of the item variance (σ_y^2)	5,97	
Variance total score (σ_x^2)	13,85	
Cronbach's Alpha (α)	**0,85**	

Consistency between the awareness of destination development strategies for protecting wildlife and the marine ecosystem as well as for creating a sustainable tourism industry and awareness of the negative impact tourist can have on the environment.

Destination development strategies and tourist behavior and attitudes

Questions 12-27	*Values*	*Internal Consistency*
Number of Items (K)	16	Good
Sum of the item variance (σ_y^2)	21,19	
Variance total score (σ_x^2)	106,44	
Cronbach's Alpha (α)	**0,85**	

Consistency between tourists behavior and attitudes about nature, nature protection and destination development strategies.

Appendix 4: Purpose of visit amount of water related purposes

Purpose of Visit / water related vs non water related purposes					
0 water related purposes	1 water related purpose	2 water related purposes	3 water related purposes	Missed / not answered	Total
48	45	40	16	1	150

The amount of water related purposes to visit the island

Appendix 5: Purpose visit vs knowledge of Bonaire's strategies (numbers)

What have you heard of?	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed
Bonaire Bond	9	5	4	2	2	0
Blue Destination and its company certification	19	8	5	6	5	0
Stinapa and its "Nature Fee" (Bonaire National Marine Park & Washington Slagbaai National Park)	109	78	32	17	13	1
Don't know about anything	36	7	0	28	1	0
Missed/ not answered	4	3	2	0	1	0
Total	177	101	43	53	22	1
Percentage	100,00%	57,06%	24,29%	29,94%	12,43%	0,56%

Purpose of visit vs recognition of Bonaire's different strategies, in numbers

Appendix 6: Respondents information gathering about local policies and regulations

I always try to gather information about local policies and regulations about interaction with the environment.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	3,45	3,66	3,85	2,98	3,53	
Strongly disagree	5,33%	5,68%	2,94%	6,52%	0,00%	
Slightly disagree	10,00%	4,55%	5,88%	19,57%	13,33%	
Neutral	36,00%	36,36%	29,41%	34,78%	40,00%	
Slightly agree	25,33%	25,00%	26,47%	26,09%	26,67%	
Highly agree	22,00%	28,41%	35,29%	8,70%	20,00%	
Missed/ not answered	1,33%	0,00%	0,00%	4,35%	0,00%	

I gather information about local policies and regulations about interaction with the environment in order to minimize possible harmful behavior.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	3,11	3,25	3,06	2,65	3,60	
Strongly disagree	8,67%	9,09%	5,88%	8,70%	6,67%	
Slightly disagree	17,33%	13,64%	17,65%	26,09%	13,33%	
Neutral	26,00%	21,59%	23,53%	34,78%	26,67%	
Slightly agree	30,67%	37,50%	26,47%	19,57%	20,00%	
Highly agree	13,33%	14,77%	17,65%	4,35%	33,33%	
Missed/ not answered	4,00%	3,41%	8,82%	6,52%	0,00%	

I always try to gather information about local policies and regulations about interaction with the environment in order to behave in a socially accepted way.	All Respondents	Stay Over Tourist	Stay Over Tourists of which Divers	Cruise Tourists	Working / Internship / Living	Missed
Total respondent answer	150	88	34	46	15	1
Average Value	3,28	3,47	3,32	2,91	3,20	
Strongly disagree	8,00%	6,82%	5,88%	10,87%	6,67%	
Slightly disagree	8,67%	6,82%	5,88%	13,04%	6,67%	
Neutral	33,33%	29,55%	29,41%	32,61%	60,00%	
Slightly agree	27,33%	29,55%	23,53%	28,26%	13,33%	
Highly agree	18,67%	23,86%	26,47%	8,70%	13,33%	
Missed/ not answered	4,00%	3,41%	8,82%	6,52%	0,00%	

Respondents information gathering about local policies and regulations

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