

## **ABSTRACT**

With the rise of low-cost carriers and the tremendous growth of the middle class, a global tourism boom has exploded, resulting in an influx of tourists at popular destinations, and a reduction in tourism quality, leaving prominent tourist destinations in a state of 'over-tourism'. Responsible and sustainable principles are on the minds of many destination managers and tourists, yet execution is often lacking. Hence, adjusting tourism behaviors and taking full responsibility are all necessary to balance the pros and cons of tourism development.

Therefore, it is especially important for destination manager organizations and tourism enterprises to understand the low-cost carriers' passengers that cause over-tourism, factors which can make these tourists more willing to spend on responsible tourist expenditure, and factors contribute to responsible and non-responsible tourist behaviors.

Previous research mainly focusses on tourist behaviors, motivations, and attitudes of destination residents, there is rarely any literatures that have been focus on the perspective of low-cost carriers' passengers. This thesis research addresses the identified gap with conducting a quantitative analysis through online survey to low-cost carriers' travelers around the world.

The attained findings revealed that LCC travelers' attitudes towards both responsible tourism and over-tourism have a positive influence on their intention to visit the destinations, income and type of payment method serve as the determinant factors that influence responsible tourist expenditure. The respondents provided thorough insights into the understanding of responsible tourist behaviors by applying the theory of planned behaviors, and several barriers had also been identified for non-responsible behaviors. Recommendations for further research are proposed based on these factors, as are implications for destination management organizations future researchers.