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The Influence of Perceptions of Green Tourism and Tourist Attitudes on Tourists Intentions to Participate in Creating Green Tourism and Its Impact on Environmentally Responsible Behavior

Prasetyo Yekti Utomo[1], Ina Syarifah[2*], Niza Nurmalasari[3]
State Polytechnic of Madiun
Coressponding Author: Ina Syarifah ina.syarifah@pnm.ac.id

A R T I C L E I N F O

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A B S T R A C T

The study aims to analyze the behavior of visitors to tourist destinations in Madiun, Magetan, Ngawi, and Ponorogo in relation to green tourism in the tourism industry. Additionally, it seeks to determine the influence of perceptions of green tourism, attitudes, and the intention to participate on the environmentally responsible behavior of tourists. This research is an explanatory study using a quantitative approach. The population in this study consists of visitors to tourist destinations in Madiun, Magetan, Ngawi, and Ponorogo, with a sample size of 200 respondents. The sampling technique was conducted in two stages. The first stage involved distributing offline questionnaires at tourist sites, and the second stage involved distributing online questionnaires through a Google Form link. The sample was collected using purposive sampling based on the population criteria, specifically individuals who have visited tourist destinations in Madiun, Magetan, Ngawi, and Ponorogo. The data analysis tool used in this study is SEM-PLS with SmartPLS software

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INTRODUCTION

Indonesia is endowed with abundant and diverse natural resources, yet its tourism potential remains underutilized. The government has set an ambitious goal of attracting 20 million tourists by 2019, an increase from nearly 14 million in 2017. However, the COVID-19 pandemic has significantly disrupted the socio-economic structure, causing considerable damage. On the other hand, the crisis has also accelerated globalization and expanded global business operations, particularly within the tourism industry.

Domestic tourism in Indonesia has been gradually recovering in the post-pandemic period, as indicated by a 19.82 percent increase in domestic trips in 2022 compared to the previous year, alongside a 1.76 percent growth relative to 2019 (Central Bureau of Statistics, 2023). In general, domestic tourism in Indonesia remains concentrated on the island of Java. This is evident as 76.54 percent of domestic trips originate from Java, while 75.49 percent of total domestic tourism destinations are also located on the island. Overall, the number of domestic trips across the country has shown positive growth compared to the pre-pandemic COVID-19 period (Badan Pusat Statistik, 2023).

Tourism has emerged as one of the most significant and rapidly expanding economic sectors globally, largely due to its substantial contribution to national economies. As an industry experiencing rapid growth, tourism plays a crucial role in generating employment, increasing income, and promoting the cultural heritage of host destinations. Every region within a country strives to develop its tourism sector, not only by improving tourist attractions but also by fostering creative industries and enhancing service quality (Risman et al., 2016). Moreover, tourism contributes to strengthening both social and economic activities at regional and national levels. While tourism development is widely recognized as a means to boost economic progress and social well-being, inadequate management may lead tourists to seek more attractive and competitive destinations (Risman et al., 2016).

In recent decades, environmental concerns have grown significantly, encompassing issues such as global warming, climate change, greenhouse gas emissions, and pollution. These challenges, which are widespread, are primarily driven by human activities that contribute to carbon emissions (Ahmad et al., 2018), excessive consumption of energy and water, and the unsustainable exploitation of natural resources (Chan & Wong, 2006; Freudenburg & Muselli, 2013; Ossling, 2002). Consequently, addressing environmental problems has become inevitable, requiring prompt action from modern society to foster sustainable development, safeguard biodiversity, and mitigate the impacts of climate change (Hill & Gale, 2009; Michael Hall, 2011).

The swift expansion of the tourism industry frequently leads to negative environmental impacts, including a rise in greenhouse gas emissions resulting from tourists' leisure activities and their demand for hotel accommodations (Su et al., 2020). Moving forward, the need to create tourism products that prioritize sustainability will become more pressing, ensuring they align with the local environment and contribute to its long-term preservation (Evita et al., 2012).

Over time, the study of tourism sustainability has gained considerable attention, primarily due to the significant role tourism plays in economic growth. This is particularly evident in small island nations, where the tourism sector continues to expand (Ibnou-Laaroussi et al., 2020). In response, many countries have introduced the concept of green tourism as a strategy to mitigate carbon emissions associated with tourism and hotel operations. This sustainable approach is regarded as more responsible than conventional tourism, as it encourages tourists to engage in nature-based activities while ensuring the preservation of environmental and cultural integrity.

In 2022, the economy of Madiun experienced a positive growth of 5.52 percent compared to 4.79 percent in 2021 (Badan Pusat Statistik Kota Madiun, 2023), creating business opportunities and employment. The majority of tourist attractions in Madiun, Magetan, Ngawi, and Ponorogo are natural and man-made tourism destinations, where neglecting environmental sustainability in their management could lead to environmental damage, impacting the sustainability of these tourist sites. Therefore, green tourism needs to be implemented in the management of tourism in these areas.

Previous research has explored the concept of green tourism. A study conducted by Ibnou-Laaroussi, Rjoiub, and Wong (2020) found that attitude plays a crucial role in shaping intention, which in turn significantly influences environmentally responsible tourism behavior. Similarly, research by Alvianna, Hidayatullah, Windhyastiti, and Khouroh (2022) revealed that both green tourism and the intention to participate in such tourism have a notable impact on environmentally responsible tourism behavior. However, limited studies have specifically examined the role of participation intention in the sustainability of green tourism and environmental degradation. Additionally, further research is needed to identify key factors that drive participation intention, ensuring that environmentally responsible tourism behavior is considered in a timely manner.

The purpose of this research is to examine visitor behavior at tourist destinations in Madiun, Magetan, Ngawi, and Ponorogo, particularly in the context of green tourism within the tourism sector. This study holds significance as it can be effectively utilized in green marketing strategies to support environmental sustainability, societal well-being, and long-term business growth. As highlighted earlier, the findings of this study contribute not only to academic literature but also offer managerial insights and practical applications for industry professionals.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

In 1985, Ajzen further developed the Theory of Reasoned Action (TRA) into the Theory of Planned Behavior (TPB). The TPB emphasizes behavioral intention as the result of a combination of various beliefs. Intention is conceptualized as a planned action aimed at achieving a specific goal. This theory serves several purposes and offers various benefits, such as predicting and understanding the impact of motivation on behaviors that are not entirely governed by self-will or control. It also provides a framework for identifying strategies to influence behavioral changes and explaining aspects of various human behaviors. The TPB establishes a foundation for studying attitudes toward behavior. The key distinction between the TRA and TPB lies in their applicability: while TRA is effective for predicting behaviors influenced by self-control, TPB extends its predictive capacity to behaviors beyond an individual's direct control.

Perception of Green Tourism

The public is becoming more aware of the limitations of natural resources and the harmful effects of tourism that lacks regulation (Arenas Amado et al., 2017). People's perceptions are shaped by various factors, such as personal attitudes, societal influences, or individual concerns about environmental issues, which drive them to adopt behaviors that may have either positive or negative consequences for themselves. Additionally, tourists' views reflect their understanding of global environmental challenges, such as climate change. Gaining insight into how tourists perceive and respond to climate change and greenhouse gas emissions plays a key role in shaping their actions regarding environmental harm in the tourism sector. As a result, their behavior encourages the adoption of more responsible and eco-friendly travel practices (Taufique et al., 2014; Zsóka et al., 2013).

Anvironmental Awareness

Environmental awareness, which refers to individuals' understanding and concern regarding the effects of their actions on the environment, is widely acknowledged as an essential first step in equipping society to tackle environmental issues (Fu et al., 2020). People who are highly aware of environmental issues tend to participate more in behaviors that support sustainability (Fu et al., 2020). Although environmental awareness is an innate human characteristic, it was formally recognized in the 1960s (Roth, 1992). Since then, various studies have explored the concept's true meaning, but a universally accepted definition remains elusive, as interpretations often reflect personal beliefs.

A comprehensive review identifies two main viewpoints on the interpretation of this concept. One view proposes that it refers to a collection of emotions and perceptions linked to beliefs about the connection between human actions and the environment (Kollmuss & Agyeman, 2002; Zsoka, 2008). Environmental awareness is described as an individual's recognition or concern about different environmental issues (Kim & Han, 2010; Paço & Raposo, 2009; Chen et al., 2023). This awareness, which can arise from media exposure,

personal encounters, or social interactions, often results in environmentally responsible actions in everyday life (Paço & Raposo, 2009; Chen et al., 2023).

Attitude

Attitude refers to the positive or negative feelings associated with a particular action or behavior. It can also be understood as an assessment, either positive or negative, of engaging in a specific behavior. Earlier research has distinguished between two forms of attitude: general and specific. General attitudes concern an individual's overall perspective on environmental issues, whereas specific attitudes are focused on perceptions regarding particular eco-friendly products (Sun & Willson, 2008; Tanner & Kast, 2003).

Intention to Participate

In line with earlier research that emphasizes the influence of individuals' actions and social factors on their intentions to engage in activities (Chuang et al., 2018; Hsu & Huang, 2012; E. Kim et al., 2013; Wang et al., 2019), the intention to participate in sustainable eco-tourism is evaluated through four items. One item was sourced from Cheng et al. (2018), while the remaining three were derived from Maichum et al. (2016). Subjective norms were assessed using three items adapted from Maichum et al. (2016), and perceived behavioral control was evaluated with three items from Chuang et al. (2018).

Tourists' Environmentally Responsible Behavior

Different theoretical frameworks have been explored to comprehend the factors that drive tourists' Environmentally Responsible Behavior. In this context, external influences can trigger tourists to form personal judgments about their overall tourism experience. These judgments and perceptions lead to emotional reactions. Depending on the individual, the same scenario may evoke either positive or negative emotions, as tourists' evaluations vary (Ma, Gao, Scott, & Ding, 2013; Su & Hsu, 2013). As a result, behavior follows as a reaction to these emotions, influencing consumers to either continue using or avoid the product/service.

Based on the conceptual framework of this study, the hypotheses proposed are as follows:

H1: Perception of green tourism influences environmentally responsible behavior.

H2: Perception of green tourism influences the intention to participate in creating green tourism.

H3: Environmental self-awareness influences the intention to participate in creating green tourism.

H4: Environmental self-awareness influences environmentally responsible behavior.

H5: Tourist attitudes influence the intention to participate in creating green tourism.

H6: Tourist attitudes influence environmentally responsible behavior.

H7: The intention to participate in creating green tourism influences environmentally responsible behavior.

H8: Perception of green tourism influences environmentally responsible behavior through the intention to participate in creating green tourism.

H9: Environmental self-awareness influences environmentally responsible behavior through the intention to participate in creating green tourism.
H10: Tourist attitudes influence environmentally responsible behavior through the intention to participate in creating green tourism.
The proposed hypotheses can be illustrated with the following model:

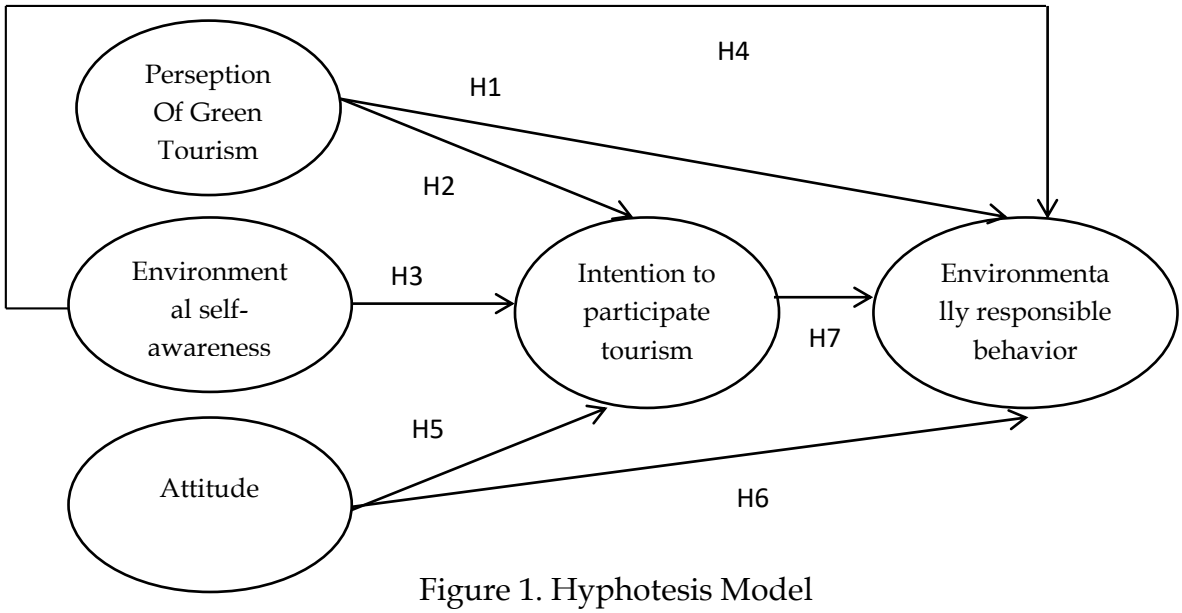

Figure 1. Hyphotesis Model

METHODOLOGY

This research utilizes a mixed-method survey design, incorporating both offline and online approaches. The focus of the study is on tourists visiting Madiun, Magetan, Ngawi, and Ponorogo, particularly at tourist spots such as Pahlawan Street Center (PST), Brumbung Tubing Adventure, Telaga Ngebel, Mloko Sewu, Njamus Tourism, and Serawu Beach.

The research is explanatory in nature, aiming to clarify the cause-and-effect relationships between variables through hypothesis testing while providing explanations. The study's population consists of tourists visiting Madiun, and the sample was selected using a non-probability sampling method, specifically purposive sampling, focusing on judgment-based selection.

Based on Malhotra (2006), when the population size is unknown, the sample size should generally be four to five times the total number of items in the questionnaire. For this research, a minimum of 100 participants was selected based on the calculation of 5 x 20 (for the number of items in the questionnaire). However, the researcher decided to increase the sample size to 200 respondents, as the study includes six research variables, making 100 respondents inadequate.

This study employs a two-stage sampling process. The first stage consists of distributing questionnaires both in-person and online. The in-person distribution is done at tourist locations, where visitors are asked to complete the survey, while the online version is shared via social media platforms. The second stage of the sampling involves purposive sampling to select participants according to specific criteria established for the study population.

This research employs the Partial Least Squares (PLS) technique for analysis, utilizing SmartPLS software to examine the relationships among variables. PLS is a multivariate statistical approach that evaluates the relationships between several dependent and independent variables. It is a version of Structural Equation Modeling (SEM) aimed at solving challenges like small sample sizes, missing data, and multicollinearity, often encountered in multiple regression analysis.

RESULT

The analytical method applied in this research is Partial Least Squares (PLS), supported by the SmartPLS 3.0 software. The PLS approach is selected because it does not demand a substantial sample size, and for forecasting purposes, it is assumed that all variance indicators are significant for interpretation (Ghozali, 2014:31).

Measurement Model (Outer Model)

The assessment of the measurement model serves to evaluate the validity and reliability of the constructs. The outer measurement model is assessed based on three criteria: convergent validity, discriminant validity, and composite reliability, as illustrated in Figure 1. SmartPLS analysis is carried out in three stages. Below are the outcomes of the research model after performing the Algorithm calculation using SmartPLS 3.0 software.

Convergent Validity

To consider convergent validity as valid, the loading values on the measurement scale must be equal to or greater than 0.50. In Table 1, the factor loading values (convergent validity) for each indicator are presented. Upon reviewing this table, it can be observed that all factor loading values for the indicators X1, X2, X3, Y1, and Y2 are equal to or greater than 0.50. Additionally, the t-statistic values exceed 1.960, or the p-value is below 0.05. Therefore, it can be concluded that each indicator is valid and significant in measuring its respective construct, as shown in Table 1.

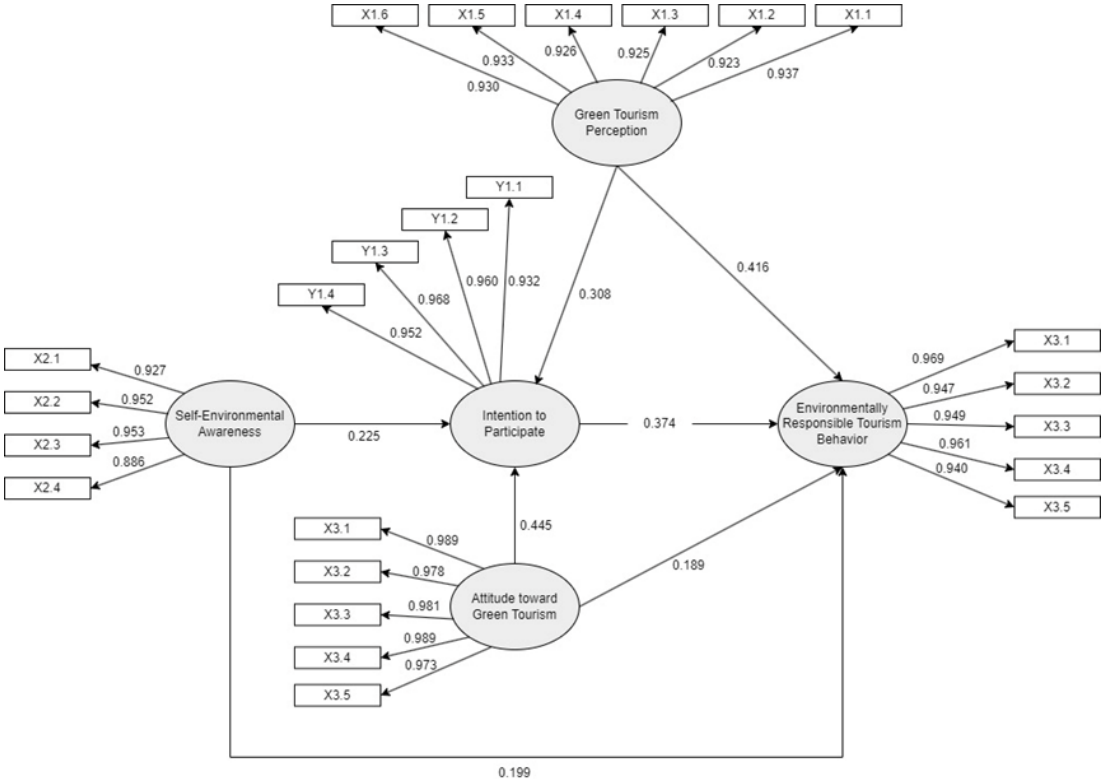

Figure 2. Outer Model

Table 1. Outer Loadings (Mean, STDEV, t-Values)

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
X1.1 ← Green Tourism Perception	0,937	0,938	0,011	81,950	0,000
X1.2 ← Green Tourism Perception	0,923	0,922	0,013	70,413	0,000
X1.3 ← Green Tourism Perception	0,925	0,925	0,014	68,035	0,000
X1.4 ← Green Tourism Perception	0,926	0,927	0,012	78,838	0,000
X1.5 ← Green Tourism Perception	0,933	0,933	0,011	84,772	0,000
X1.6 ← Green Tourism Perception	0,930	0,930	0,012	75,021	0,000
X2.1 ← Self Environmental Awareness	0,927	0,927	0,015	62,534	0,000
X2.2 ← Self Environmental Awareness	0,952	0,952	0,010	94,417	0,000
X2.3 ← Self Environmental Awareness	0,953	0,952	0,009	101,336	0,000
X2.4 ← Self Environmental Awareness	0,886	0,886	0,017	51,902	0,000
X3.1 ← Attitude	0,989	0,989	0,003	288,436	0,000
X3.2 ← Attitude	0,978	0,978	0,004	221,131	0,000
X3.3 ← Attitude	0,981	0,981	0,004	246,524	0,000
X3.4 ← Attitude	0,989	0,989	0,002	427,453	0,000
X3.5 ← Attitude	0,973	0,974	0,007	135,415	0,000

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Y1.1 ← Intention of Participating in Green Tourism	0,932	0,933	0,011	86,252	0,000
Y1.2 ← Intention of Participating in Green Tourism	0,960	0,960	0,009	102,913	0,000
Y1.3 ← Intention of Participating in Green Tourism	0,968	0,968	0,008	122,951	0,000
Y1.4 ← Intention of Participating in Green Tourism	0,952	0,952	0,010	93,275	0,000
Y2.1 ← Environmentally Responsible Tourism Behavior	0,969	0,970	0,005	200,312	0,000
Y2.2 ← Environmentally Responsible Tourism Behavior	0,947	0,946	0,010	98,158	0,000
Y2.3 ← Environmentally Responsible Tourism Behavior	0,949	0,949	0,009	110,363	0,000
Y2.4 ← Environmentally Responsible Tourism Behavior	0,961	0,961	0,007	141,465	0,000
Y2.5 ← Environmentally Responsible Tourism Behavior	0,940	0,939	0,012	81,537	0,000

Discriminant Validity

The indicator is deemed valid when its targeted cross-loading value surpasses those of other constructs. A model demonstrates strong discriminant validity when the cross-loading value of each indicator within a latent variable exceeds the cross-loading values of other latent variables. The outcomes of the discriminant validity assessment can be found in Table 2.

Table 2. Cross Loading Value

indicator	*Attitude*	*Environmentally Responsible Behavior*	*Perseption of Green Tourism*	*Intention to Partisipan*	*Self Efficacy*
X1.1	0,814	0,849	0,937	0,878	0,883
X1.2	0,746	0,817	0,923	0,798	0,865
X1.3	0,811	0,852	0,925	0,820	0,872
X1.4	0,849	0,864	0,926	0,873	0,862
X1.5	0,893	0,910	0,933	0,885	0,863
X1.6	0,855	0,874	0,930	0,847	0,883
X2.1	0,833	0,867	0,915	0,861	0,927
X2.2	0,762	0,839	0,848	0,819	0,952
X2.3	0,744	0,819	0,845	0,800	0,953
X2.4	0,934	0,875	0,871	0,885	0,886
X3.1	0,989	0,912	0,891	0,921	0,897
X3.2	0,978	0,862	0,844	0,866	0,834
X3.3	0,981	0,892	0,862	0,887	0,860
X3.4	0,989	0,905	0,897	0,929	0,886
X3.5	0,973	0,868	0,887	0,907	0,865
Y1.1	0,927	0,935	0,899	0,932	0,897
Y1.2	0,834	0,855	0,858	0,960	0,849
Y1.3	0,847	0,855	0,849	0,968	0,847

indicator	*Attitude*	*Environmentally Responsible Behavior*	*Perseption of Green Tourism*	*Intention to Partisipan*	*Self Efficacy*
Y1.4	0,889	0,892	0,884	0,952	0,864
Y2.1	0,899	0,969	0,891	0,904	0,893
Y2.2	0,888	0,947	0,914	0,900	0,906
Y2.3	0,846	0,949	0,882	0,877	0,858
Y2.4	0,833	0,961	0,861	0,860	0,841
Y2.5	0,842	0,940	0,871	0,885	0,868

Composite Validity

Composite reliability evaluates the measurement model by comparing the square root of the Average Variance Extracted (AVE) with the correlations among constructs. Good discriminant validity is indicated when the square root of the AVE is higher than the correlation between constructs. Additionally, an AVE value of ≥ 0.50 is considered acceptable. To assess the reliability of latent variable constructs, two criteria are used: composite reliability and Cronbach's alpha. A construct is deemed reliable if the composite reliability is 0.158 or if Cronbach's alpha is ≥ 0.60 (Urbach & Ahleman, 2010). Table 3 presents the results for composite reliability and Cronbach's alpha.

Based on the data shown in Table 4.3, it can be concluded that the AVE for all five variables exceeds 0.50, which suggests that the measurement model has strong discriminant validity. Moreover, the composite reliability and Cronbach's alpha values surpass 0.60, confirming that the constructs are reliable.

Table 3. Goodness of Fit

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Attitude	0,991	0,991	0,993	0,964
Environmentally Responsible Tourism Behavior	0,975	0,975	0,980	0,909
Green Tourism Perception	0,968	0,969	0,974	0,863
The intention of Participating in Green Tourism	0,967	0,967	0,976	0,909
Self-Environmental Awareness	0,948	0,948	0,962	0,865

Measurement Structural Model (Inner Model)

The testing of the structural model (Inner Model) is designed to assess the connections between the variables. SmartPLS 3.0 offers multiple indicators to evaluate the structural model. This assessment is performed to verify the model's predictive power. In SmartPLS, the predictive ability is reflected by the R-Square values of the endogenous (dependent) variables. The strength of prediction can be categorized as strong, moderate, or weak, based on R-Square values of 0.67, 0.33, and 0.19, respectively. Figure 2 illustrates the inner model structure.

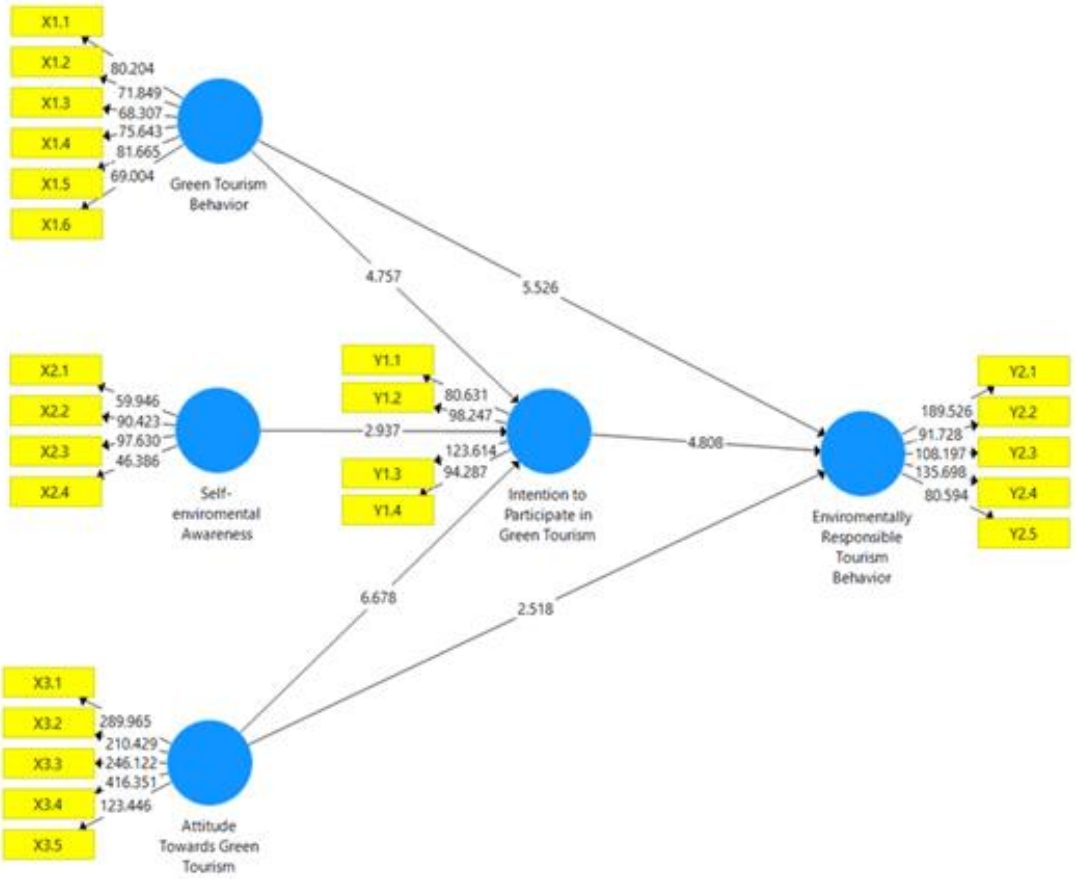

Figure 3. Inner Model

Table 4. R-Square Value

	R Square
Environmentally Responsible Tourism Behavior	0,905
Intention of Participating in Green Tourism	0,895

Table 5. Hyphothesis

Endogenous variables → exogenous variables	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Attitude → Environmentally Responsible Tourism Behavior	0,189	0,186	0,072	2,620	0,009
Attitude → Intention of Participating in Green Tourism	0,445	0,444	0,066	6,770	0,000
Green Tourism Perception → Environmentally Responsible Tourism Behavior	0,416	0,420	0,073	5,734	0,000
Green Tourism Perception → Intention of Participating in Green Tourism	0,308	0,302	0,068	4,526	0,000
Intention of Participating in Green Tourism →	0,374	0,373	0,072	5,172	0,000

Endogenous variables → exogenous variables	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Environmentally Responsible Tourism Behavior					
Self-Environmental Awareness → Intention of Participating in Green Tourism	0,225	0,232	0,078	2,894	0,004

DISCUSSION

This research supports the model identifying factors that influence individuals' intention to participate in environmentally conscious tourism and responsible tourism behavior. Specifically, the model's total explanatory power shows an R-squared value of 89.5% for the intention to participate in green tourism and 90.5% for environmentally responsible tourism behavior. The findings further reveal that the intention to engage in green tourism is significantly affected by perceptions of green tourism, environmental awareness, and attitudes toward green tourism. Moreover, environmentally responsible tourism behavior is notably influenced by perceptions of green tourism, the intention to participate in green tourism, and attitudes toward green tourism. These results indicate that environmentally responsible tourism behavior can be explained by green tourism perceptions, the intention to engage in green tourism, and attitudes toward green tourism, aligning with the conclusions of Alvianna et al. (2022), Cheng et al. (2018), and Ibnou-Laaroussi et al. (2020).

Environmental self-awareness plays a vital role in shaping responsible tourism behavior, which in turn impacts individuals' willingness to engage in green tourism. This aligns with earlier studies (Cheng et al., 2018). Consequently, for green tourism marketing strategies to be effective, it is important to consider not only management practices but also the public's perceptions of green tourism, environmental self-awareness, and their attitudes toward it. Therefore, tourism management should prioritize efforts to boost the intention to engage in green tourism.

CONCLUSIONS AND CONSLUSION

This research utilizes the Theory of Planned Behavior (TPB) to examine how consumer attitudes toward green tourism influence their intention to engage in activities that promote the preservation of green tourism and encourage environmentally responsible actions. The primary aim of this study is to explore tourists' behavioral responses to environmental issues and the impact of their decision-making on achieving green economic development and minimizing environmental damage at tourist destinations. In general, tourists' environmentally responsible behaviors reflect their desire to reduce environmental harm and support green economic growth, while also exploring innovative solutions to protect the environment during their travel experiences. It was observed that age and gender positively influenced the relationship between environmental concern, attitudes, and perceptions related to eco-friendly tourism.

FURTHER STUDY

Future research could expand upon this study by exploring several areas related to green tourism and environmental responsibility: Investigate whether the findings are consistent across different regions or countries, especially in areas with distinct cultural and environmental awareness levels. A comparative analysis between urban and rural tourist destinations could provide a more comprehensive understanding and Conduct longitudinal research to observe how perceptions, awareness, and attitudes toward green tourism evolve over time. This approach would help to identify trends and long-term impacts on tourist behavior.

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