

SERTIFIKAT

Kementerian Riset dan Teknologi/
Badan Riset dan Inovasi Nasional



Petikan dari Keputusan Menteri Riset dan Teknologi/
Kepala Badan Riset dan Inovasi Nasional
Nomor: 230/E/KPT/2022

Peringkat Akreditasi Jurnal Ilmiah Periode I Tahun 2022
Nama Jurnal Ilmiah
Business and Entrepreneurial Review

E-ISSN: 22524614

Penerbit: Program Pascasarjana Universitas Trisakti

Ditetapkan sebagai Jurnal Ilmiah



TERAKREDITASI PERINGKAT 5

Akreditasi Berlaku selama 5 (lima) Tahun, yaitu
Volume 22 Nomor 2 Tahun 2022 sampai Volume 27 Nomor 1 Tahun 2027

Jakarta, 30 Desember 2022
Menteri Riset dan Teknologi/
Kepala Badan Riset dan Inovasi Nasional
Republik Indonesia,

Prof. Ir. Nizam, M.Sc., DIC, Ph.D., IPU, ASEAN Eng
NIP 196107061987101001



Business and Entrepreneurial Review

B E R

REGISTER LOGIN



HOME CURRENT ARCHIVES ANNOUNCEMENTS ABOUT THE JOURNAL

Search

Home / Archives / Vol. 23 No. 1 (2023): April / Articles

Intention to Visit Sustainable Tourism Destination After Covid 19 Pandemic

PDF

Published: Jun 14, 2023

DOI:
<https://doi.org/10.25105/ber.v23i1.16568>

Keywords:
environmental concern
enjoyment of nature
environmental identity nature-
based destination image
environmental attitude
individual green value
intention to visit

Ayu Ekasari
Scopus ID [57200730603] Universitas Trisakti

Luki Adiaty Pratomo
Universitas Trisakti

Fatik Rahayu
Universitas Trisakti

Cicilia Bangun
Universitas Esa Unggul

Darra Pradita Hidayat
Universitas Trisakti

Abstract

This paper aims to investigate the antecedents of environmental attitude and its influence on intention to visit sustainable tourism destination, which is moderated by individual green value. Purposive sampling method was used to collect the data from 370 respondents. The data was analysed using structural equation model. Out of the four antecedents, environmental identity and

SERTIFIKAT

No : 230/E/KPT/2022



In Cooperation With :



Click here to **Submit**





Editorial Team

Editor in Chief

Kurniawati

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: kurniawati@trisakti.ac.id



Managing Editor

B Medina Nilasari

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: medina@trisakti.ac.id



Associate Editor

Robert Kristaung

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: robert_kristaung@trisakti.ac.id



Editorial Board

Febria Nalurita

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: febria.nalurita@trisakti.ac.id



Ryan Corinus Dato Matheos

Badan Pengkajian dan Penerapan Teknologi, Indonesia

Email: ryan.corinus@trisakti.ac.id



Ryan Corinus Dato Matheos

Badan Pengkajian dan Penerapan Teknologi, Indonesia

Email: ryan.corinus@trisakti.ac.id



Farah Margaretha Leon

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: farahmargaretha@trisakti.ac.id



Renny Risqiani

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: rennyrisqiani@trisakti.ac.id



Yosephina Endang Purba

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: yosephina@trisakti.ac.id



Dwi Hartini Rahayu

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: dwihartini@trisakti.ac.id



Wahyuni Rusliyana Sari

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: wahyuni.rusliyana@trisakti.ac.id



Desay Aseanty

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: desayaseanty@trisakti.ac.id



Secretariat

Melda Nur Hasanah

Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Indonesia

Email: melda.nur@trisakti.ac.id

SERTIFIKAT

No : 230/E/KPT/2022

In Cooperation With :

Click here to Submit

Article Template

1. Author Guideline
2. Focus and Scope
3. Publication Ethics and Malpractice

2. Focus and Scope
3. Publication Ethics and Malpractice Statement
4. Editorial Team
5. Reviewer
6. Plagiarism Check
7. Copyright Notice
8. Publication Frequency
9. Publication Charges
10. Unique Visits
11. Reviewer/Editor Join
12. Journal History
13. Journal Business Model
14. Peer Review Process
13. Indexed and Abstracted
14. Retraction Policy
15. Open Access Policy
16. Copyright Notice
17. Archiving
18. Mailing Address



Home / Archives / Vol. 23 No. 1 (2023): April

Published: 2006-06-23

Articles

Intention to Visit Sustainable Tourism Destination After Covid 19 Pandemic

Ayu Ekasari, Luki Adiati Pratomo, Fatik Rahayu, Cicilia Bangun, Darra Pradita Hidayat
1-18



Abstract views: 203 | PDF Download: 194 | <https://doi.org/10.25105/berv23i1.16568>

Examining The Impact Of Strategic Supplier Partnerships, Customer Relationship, Postponement, And Supply Chain Responsiveness On Operational Performance: The Moderating Effect Of Demand Uncertainty

Kevin Letsoin, Wahyuningsih Santosa, Triwulandari SD
19-32



Abstract views: 223 | PDF Download: 127 | <https://doi.org/10.25105/berv23i1.16229>

SERTIFIKAT

No : 230/E/KPT/2022



In Cooperation With :



Click here to **Submit**



BUSINESS AND ENTREPRENEURIAL REVIEW

<https://e-journal.trisakti.ac.id/index.php/ber/>

Volume 23 Nomor 1 April 2023: 1-18

<http://dx.doi.org/10.25105/ber.v23i1.16568>

ISSN 0853-9189 (Print) | ISSN 2252-4614 (Online)

INTENTION TO VISIT SUSTAINABLE TOURISM DESTINATIONS AFTER COVID-19 PANDEMIC

Ayu Ekasari ¹

Luki Adiati Pratomo ²

Fatik Rahayu ³

Cicilia Bangun ⁴

Darra Pradita Hidayat ⁵

^{1,2,3} Faculty of Economics and Business, Universitas Trisakti

⁴ Universitas Esaunggul

⁵ Perbanas Institute

Corresponding : ayu.ekasari@trisakti.ac.id.

ABSTRACT

This paper aims to investigate the antecedents of environmental attitude and its influence on the intention to visit sustainable tourism destinations, which is moderated by individual green values. A purposive sampling method was used to collect the data from 370 respondents. The data were analyzed using a structural equation model. Out of the four antecedents, environmental identity and enjoyment of nature positively influence environmental attitude that leads to intention to visit, while there is no effect of environmental concern and nature-based destination image on environmental attitude. Results also showed that individual green value moderates the influence of environmental attitude on the intention to visit sustainable tourism destinations. This research suggests sustainable tourism marketers create a message that forms a positive environmental attitude. This study offers a conceptual model that focuses on environmental attitude as a key variable that is widely proven to be the best predictor of intention.

Keywords: Environmental Concern, Enjoyment of Nature, Environmental Identity, Nature-Based Destination Image, Environmental Attitude, Individual Green Value, Intention to Visit.

History : Submission: 04-04-2022

Revised: 25-05-2022

Accepted: 25-05-2022

**Corresponding author*

INTRODUCTION

The Covid 19 pandemic that has hit the world since 2020 brought a huge impact on various business sectors, including tourism. The Ministry of Tourism and Creative Economy plans to accelerate the recovery of the tourism sector by inviting tourism and creative economy players to implement sustainable tourism (<https://kemenparekraf.go.id/ragam-pariwisata/ISTC:-Mendorong-Percepatan-Pariwisata-Berkelanjutan-di-Indonesia>). United Nations World Tourism Organisation defines sustainable tourism as tourism that takes full account of the impact of its activities on economic, social

and environmental aspects, and meets the needs of visitors, industries, the environment, and local communities both now and in the future (<https://www.unwto.org/sustainable-development>).

According to UNWTO, after the pandemic, nature-based tourism will contribute both economically and non-economically to the recovery of the tourism sector (UNWTO, 2020). In the new normal era, changes in the tourism industry are inevitable and this is triggered by changes in tourists' choices, the readiness of tourism destinations, and government policies, all of which lead to sustainable tourism (Spalding, Burke and Fyall, 2020).

The concept of sustainable tourism has been initiated by The Ministry of Tourism and Creative Economy since 2015 and The Minister Regulation Number 9 /2021 regarding sustainable tourism has also been issued (<https://www.kemenparekraf.go.id/post/peraturan-menteri-pariwisata-nomor-9-tahun-2021>.) The scope of sustainable tourism includes social, economic, cultural, and environmental sustainability as well as sustainable management [5]. The Ministry of Tourism and Creative Economy has also formed the Indonesia Sustainable Tourism Council (ISTC) which must support the implementation of sustainable tourism in Indonesia as well as facilitate and coach the selected tourism destinations (<https://kemenparekraf.go.id/ragam-pariwisata/ISTC:-Mendorong-Percepatan-Pariwisata-Berkelanjutan-di-Indonesia>). ISTC has taken many efforts to prepare the tourism destinations to meet the sustainability criteria as well as carry out an assessment of these destinations. Local communities are also invited to participate in making their places more sustainable and attractive. The yearly award is also conducted by The Ministry to give appreciation to the tourism destinations that successfully met the criteria of sustainability.

Indonesian tourism industry contributed 4,2 % to Gross Domestic Product in 2021, an increase of 37.4% compared to year 2020 and it is expected to contribute 4.3% in 2022, and it is also reported that there was a growth of foreign exchange earned in the tourism sector, which is USD 0.36 million in 2021 compared to 0.32 million in 2020 (<https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemenparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>). While the numbers of foreign tourists decline from 4.05 million in 2020 to 1.5 million in 2021. The Ministry of Tourism and Creative Economy has set up a target of 1.8 million until 3.6 million tourists and Tourism sector is expected to earn USD 470 million until USD 1,7 billion in 2022 (<https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemenparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>).

Despite the optimism and opportunities regarding sustainable tourism, the proportion of tourists visiting sustainable tourism destinations before the pandemic is relatively lower compared to other types of destination, such as culinary, city, marine, and religious tourism (<https://www.bps.go.id/publication>). Probably it is because of people's lack of awareness that Indonesia has some tourism destinations that are categorized as sustainable and bring positive impacts to the society and environment. The Ministry

of Tourism and Creative Economy and sustainable tourism organizers (local government) must develop appropriate marketing strategies to promote sustainable tourism by understanding factors that influence tourists' behavioral intention to visit sustainable tourism destinations. This will accelerate the recovery of the tourism sector as well.

One main determinant of behavioral intention in marketing studies is an attitude that represents people's predisposition to act favorably/unfavorably towards an object. (Ajzen and Cote, 2008)(Ajzen I, 2008). Past studies have focused on environmental attitude as a strong predictor of intention to visit sustainable tourism destinations (Teeroovengadum, 2019; Mohaidin, Wei, and Murshid, 201; Garcia, et.al, 2016). Those past studies agreed that when people hold positive evaluations and feeling about the environment, they will be more likely to visit sustainable tourism destinations. Previous research has shown environmental concern (Garg and Pandey, 2021; Huang and Liu, 2017; Hultman, Kazeminia, and Ghasemi, 2015).), enjoyment of nature (Yilmaz and Anasori, 2022; Mayer et.al., 2009; Paswan, Guzman, and Lewin, 2017), environmental identity (Teeroovengadum, 2019; Nunkoo and Gursoy, D, 2012), and nature-based destination image (Chiu, Lee, and Chen, 2014; Jiang et.al, 2018; Stylos, 2017) influence environmental attitude. According to the findings, the more people aware of environmental preservation and identify themselves as individuals who are attached to the environment, the more they are they have a positive attitude toward the environment. Moreover, when people feel happy and enjoy nature, they will form a sustainable attitude regarding the environment. Also, a nature-based destination image evokes an affective feeling that will induce tourists' attitudes towards a sustainable tourism destination.

However, as Juvan and Dolnicar (2014) found, there is a gap between environmental attitude and intention to visit sustainable tourism destinations. Several reasons were revealed why the gap occurs, such as people are not sure about the precise vacation activities that have bad consequences for the environment, they do not feel responsible, uncontrollable external factors, and financial or time limitations. Following these findings, the present research examines the moderating role of individual green value in the effect of environmental attitude on the behavioral intention of sustainable tourism destinations. In the Value-Belief-Norm Theory, individuals' values contribute to their pro-environmental behavior (Stern et.al, 1999). Moreover, Rahman and Reynolds (2017); Shieh et.al (2020), and Channa et.al (2022) reported that individuals that have stronger green values are more concerned about the preservation of the environment and will buy green products. The present study explores the green individuals' value as a potential moderator between environmental attitude and behavioral intention to visit sustainable tourism destinations that to the best of the authors' knowledge have not been studied in the context of sustainable tourism.

The main purpose of this research is to examine the attitudinal factors that predict intention to visit sustainable tourism destinations and the moderating effect of individual values in explaining the

influence of environmental attitude on behavioral intention. The present study contributes to sustainable tourism literature by exploring the antecedents of environmental attitude and how it influences behavioral intention when moderated by green individual values. Likewise, the results of this research provide insights to policymakers, local government, and other stakeholders to create effective marketing strategies for promoting sustainable tourism which is still in the growth phase.

In the marketing literature, the attitude construct is important in understanding consumer behavior, especially for predicting behavioral intention. Attitude can be defined as a tendency to act (positively or negatively) towards an object and it is an evaluation based on beliefs that are formed from experience as well as word-of-mouth and other external sources (Ajzen and Cote, 2008). Similarly in the context of the environment, attitudes show a person's psychological tendency to protect the environment, and someone with high environmental concern is expected to choose a sustainable tourism destination (Hanh dan Chi, 2020). In the realm of pro-environmental behavior research, the environmental attitude has been widely studied and it can predict specific behavior (Gifford and Sussman, 2012).

Environmental concern reflects one's awareness of the importance of protecting the environment and someone with high environmental concern is expected to choose a sustainable tourism destination (Pham and Khanh, 2020). Environmental concern can be interpreted as people's awareness of environmental issues and alternate solutions to overcome the problems (Zheng et.al, 2021). According to Akehurst (2012), environmental concern refers to the raising awareness of people regarding the environment. Moreover, environmental concern motivates people to have a positive attitude toward the environment and it is significantly proven to influence environmental attitudes (Yadav and Pathak, 2016). Another study conducted in Indonesia shows that the environmental concern of college students significantly influences their attitude toward green products (Fauzan and Azhar, 2019). Next, past research by Onurlubas (2018) and Maichum, Parichatnon, and Peng (2017) agreed that young consumers who are concerned about environmental issues will be likely to have a positive attitude towards green products and they are willing to buy them. Paul, Modi, and Patel (2016) also found a positive significant effect of environmental concern on environmental attitude.

H1: Environmental concern positively influences environmental attitude.

For decades, environmental psychologists believed that when people visit the natural world they will have physical and psychological benefits. According to Sato and Conner (2018), enjoyment of nature represents a positive experience as people savor the natural environment and it elevates positive affect. Using experimental studies, Mayer et.al (2009) proved that exposure to nature increases connectedness to nature that will create a positive mood. According to Paswan, Guzwan, and Lewin (2017), when people feel enjoy taking activities in the natural world, they believe that their actions towards the environment will bring a positive effect on preserving the environment. Earlier research by

Duerden and Witt (2010) using students as participants, proved that experiencing nature will develop strong environmental attitudes both cognitively and affectively. This result is supported by recent research that people's experience in nature has a positive effect on their attitude (Rosa and Collado, 2019). A study by Yilmaz and Anasori (2020) confirmed that tourists' enjoyment of nature positively influences their feelings and attitude toward the natural environment.

H2: Enjoyment of nature positively influences environmental attitude.

The environmental identity reflects how people interact with a natural environment that is shaped by their belief that the environment is important for human beings and part of who we are, and it affects their actions toward the world (Clayton, 2004). It is about how people see the world and perceive that nature is psychologically close to humans so that they are willing to participate in green behaviors (Kashima, Paladino, and Margetts, 2014). Past studies found that the stronger people perceive themselves as an environmentalist, the more positive their attitudes toward the environment (Teeroovengadum, 2019; Lu et.al, 2014; Wanga et.al, 2013; Hinds and Sparks, 2008).

H3: Environmental identity positively influences environmental attitude.

Nature-Based Destination Image describes tourists' awareness and impression of the characteristics of a tourist destination that preserve the natural environment (Khanh and Phong, 2020). It is suggested that tourists are pulled by the natural destination attributes. According to Gu et.al (2022) who studied a national forest in China, some natural attributes are important for the tourists, such as the landscape, rare flora, and fauna as well as the topography of the forest. Previous research by Chiu, Lee, and Chen (2013) found that visitors' image of the natural attributes of an eco-tourism site will increase their positive emotions about the site. Jiang et.al (2018) referred to cognitive and affective aspects when studying nature-based destination images that encompass the quality and value of the ecotourism site as well as the positive feelings that visitors have. It has been confirmed that the more favorable a nature-based destination is perceived by the visitors, they will feel a strong attachment to the site and have a positive attitude toward it (Khanh and Phong, 2020; Jiang et.al, 2018).

H4: Nature-based destination image positively influences environmental attitude.

In his seminal paper, Ajzen (1991) described attitude as one of the important elements in predicting behavioral intention, and it is influenced by people's beliefs about an attitude object and how it will affect their behavior. In the context of tourism, numerous research confirmed that a favorable attitude towards the environment will influence people to visit ecotourism destinations (Paswan, Guzman, and Lewin, 2017; Lu, Gursay, and del Chiappa (2014); Mohaidin, Wei, and Mursid, 2017; Sujood., Hamid S and Bano, N, 2021 and Ashraf et.al, 2019). The intention to visit eco-friendly tourism destinations reveals people's pro-environmental behavior and their concern for the future, other human beings, and the whole environmental issues. Hultman, Kazemina dan Gasemi (2015) agreed that

ecotourism intention is people's willingness to engage in ecotourism experiences and it is a function of a positive attitude. A study by Lu, Gursoy, and del Chiappa (2014) shows that environmental concern and positive attitudes toward ecotourism influence people's intention to visit eco-friendly destinations.

H5: Environmental attitude positively influences intention to visit eco-friendly destinations.

The Value-Belief-Norm Theory (VBN) introduced by Stern et.al (1999) has discussed the importance of value that leads to belief and personal norms that people will be engaging in pro-environmental behavior. Gifford and Sussman (2012) suggested that some forms of environmental values influence environmental attitudes. Several research has confirmed the influence of personal value on environmental behavior, such as visiting green hotels (Rahman and Reynolds, 2017; Fauzi, Hanafiah, and Kunjuraman, 2022; Kiatkawsin and Han, 2017). Moreover, studies by Shiel et.al (2020) and (Rahman and Reynolds, 2017) found that individuals having stronger green will be more concerned about environmental issues and prefer to buy green products and stay at green hotels.

H6: Individual green values moderate the influence of environmental attitude on intention to visit ecotourism destinations.

The proposed conceptual framework of this research is illustrated in Figure 1.

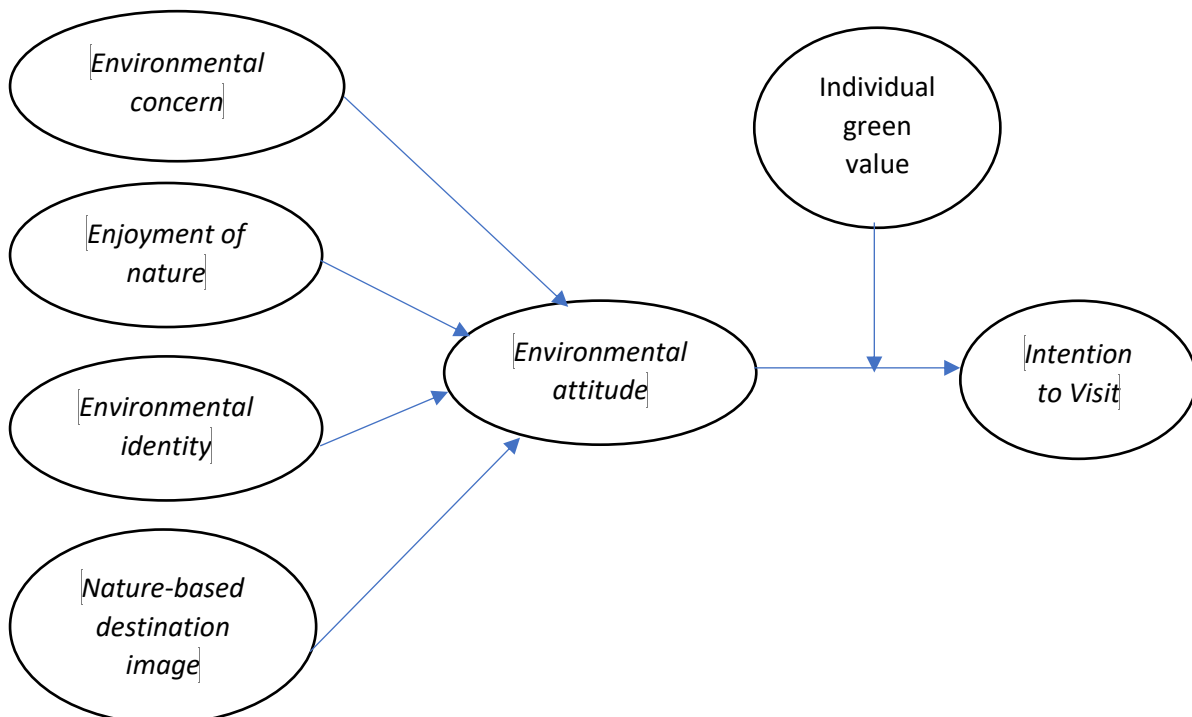


Figure 1. Conceptual Framework.

METHODS

This study is descriptive in nature and used a survey to collect the data. Since this is a correlational study, the researcher's interference was minimal. This research was a cross-sectional study and used the individual as the unit of analysis. A questionnaire was used to collect the data that was distributed electronically. A purposive sampling technique was used to get the people that met some criteria (Sekaran and Bougie, 2016) which are those who have visited one or more of the six sustainable tourism destinations in Indonesia in the last four years from 2018 until 2021. 370 respondents participated in the survey, 51.9% were female and 48.1% were male. Out of the 370 respondents, 47.8% were between 21-30 years old. Most of the participants (52.4%) have traveled 2-4 times a year and the majority of the respondents (46.5%) spent between Rp. 5.000.000 until Rp.10.000.000 each year for traveling. Nglanggeran Ancient Volcanic Mountain di Yogyakarta Special Region is the most visited sustainable tourism destination by visitors (37%), followed by Komodo National Park (30%) and Pemuteran Village (30%).

All the variables and measurements used in this study were adapted from previous literature. Environmental concern was assessed using four instruments from Hultman, Kazeminia, and Ghasemi (2015) and Pham and Khanh (2020). Enjoyment of nature was measured using five instruments from Yilmaz and Anasori (2020). Five instruments from Pham and Khanh (2020) were used to measure nature-based destination images. The environmental attitude construct was measured using five indicators from Mohaidin, We, and Murshid (2018). Eleven items developed by Teeroovengadum (2018) were used to measure environmental identity. Next, green values were adopted from Channa et.al (2022) and it has eleven indicators. This study utilized four instruments from Pham and Khanh (2022) to measure the Intention to Visit. Five-point Likert scale was used to assess the respondents' answers. The data analysis method was Structural Equation Modelling using SPSS 25 and AMOS 22 as the supporting software.

RESULTS AND DISCUSSION

To test the validity and reliability of the instruments, Confirmatory Factor Analysis and Reliability test was conducted (Hair et.al, 2019). According to Hair et.al (2019), the minimum factor loading depends on the number of the sample, which was 0.3 in this study. However, three constructs (Environmental Concern, Enjoyment of Nature, and Environmental Attitude) had Cronbach Alpha Coefficients below 0,6, so the authors deleted the items that had the biggest coefficient and once again performed the CFA. After the rectification, all the indicators are valid and the internal consistency of the variables met the Cronbach Alpha requirement (≥ 0.6) which is suggested by Hair et.al (2019). The summary of the validity and reliability tests is presented in Table 1.

Table 1. Results of Validity and Reliability Tests.

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
Environmental Concern		
EC 1	0.761	0.654
EC 2	0.805	
EC 4	0.740	
Enjoyment Of Nature		
EN 1	0.693	0.705
EN 2	0.747	
EN 3	0.733	
EN 4	0.743	
Nature-Based Destination Image		
NBDI 1	0.699	0.756
NBDI 2	0.683	
NBDI 3	0.734	
NBDI 4	0.725	
NBDI 5	0.729	
Environmental Identity		
EI 1	0.708	

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
EI 2	0.660	
EI 3	0.667	0.875
EI 4	0.722	
EI 5	0.721	
EI 6	0.688	
EI 7	0.618	
EI 8	0.668	
EI 9	0.674	
EI 10	0.609	
EI 11	0.590	
Environmental Attitude		
EA 2	0.699	
EA 3	0.663	0.607
EA 4	0.583	
EA 5	0.762	
Intention to Visit		
IV 1	0.813	0.708
IV 2	0.738	

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
IV 3	0.742	
IV 4	0.622	
	-	
Individual Green Values		
GV 1	0.813	
GV 2	0.785	
GV 3	0.719	

Source: Data Processing Results

The goodness-of-fit test indicated an adequate fit of the measurement model (GFI: 0.885; AGFI: 0.864; CFI: 0,916; NFI: 0.818, TLI: 0.907; RMSEA: 0.043) as some indices were in the acceptable range recommended by Hair et.al (2019).

The statistic is descriptive and reveals some interpretations as follows: according to the respondents, they care about the environment because human activities can destroy the balance of nature and cause disaster (the mean score for Environmental Concern is 4.5477). Next, the respondents like to spend time outdoors and feel happy when they are in nature (the mean score for Enjoyment of Nature is 4.5872). It is interesting to know that the participants perceive the tourist destinations as interesting, have maintained the ecology, and preserve the natural and cultural attraction (the mean score for Nature-Based Destination Images is 4.4751). Moreover, the participants identify themselves as people who care for and protect the natural environment and are also willing to advocate the society about importance of nature conservation mean score for Environmental Identity is 4.5322). The mean score for Environmental attitude (4.6669) represents the respondents' opinion that protecting and conserving the natural environment is important as well as reducing environmental damage is important. Then, the respondents feel a moral obligation to do whatever they can to avoid environmental damage and use green products (the mean score for Green value is 4.5901). Lastly, the mean score for Intention to Visit (4.5831) shows that the participants will choose a sustainable tourism destination for their future destination.

The next step was testing the hypotheses and the results are presented in table 2.

Table 2. Results of Hypotheses Testing.

Hypotheses	Estimate	P Value	Results
H1: Environmental concern → Environmental attitude	0.028	0.576	Not supported
H2: Enjoyment of nature → Environmental attitude	0.212	0.004	Supported
H3: Environmental identity → Environmental attitude	0.449	0.000	Supported
H4: Nature-based destination image → Environmental attitude	-0.021	0.797	Not supported
H5: Environmental Attitude → Intention to Visit	0.745	0.000	H5 supported

Source: data processing results

The first hypothesis was not supported as the p-value was more than 0.05 and this infers that although individuals are concerned about the natural environment, they are not motivated to develop positive attitudes toward protecting it. This result is in line with the research conducted by Su, Hsu, and Boostrom (2019) that concern about the environment does not necessarily direct people to think about preserving the environment. Research by Chen, Wu, and Jiang (2022) suggested that ecological value mediates the relationship between environmental concern and environmental attitude. When people are concerned about the environment, their ecological values (biospheric, egoistic, or altruistic) will be activated and leads them to have favorable evaluation about protecting the environment, in the long run, dan reducing environmental damage.

The findings revealed a positive influence of enjoyment the nature and environmental identity on environmental attitude, so H2 and H3 were supported. The result depicted that the more people enjoy nature and get a peaceful feeling while taking outdoor activities, the more they care about the environment and think that natural resources must be conserved and protected. This supports previous research by Mayer et.al (2009); Pazwan, Guswan, and Lewin (2017), Rosa and Colado (2019), and Yilmaz and Anasori (2020). As individuals have a strong connection with nature and are passionate about it, they are inclined to relate this identity with a positive attitude toward preserving the natural environment, and this supports past research by Teeroovengadum (2019), Lu et.al, 2014; Wanga et.al, 2013; Hinds and Sparks, 2008).

However, there was no influence of nature-based destination image on environmental attitude, which means hypothesis four was not supported. It was suspected that gender and generation play significant roles as moderating variables as stated by Huang and van der Veen (2019). These authors found that the effect of the natural environment in a particular destination on attitude was stronger for female tourists than male and Generation Y compared to Generation X. As it was predicted, H5 was supported, which means that having a positive attitude towards the environment will increase people's intention to visit sustainable tourism destinations.

In assessing the moderating effect of individual green values, the authors used Multigroup SEM by splitting the data into two groups: high and low in individual green values. (Hair et.al, 2019). Firstly, the unconstrained structural models for both groups were set up and the results were shown in Table 3 the moderating effect of individual green values was confirmed (H6 was supported). This result is in line with the findings suggested by Gifford and Sussman (2012) and Shiel et.al (2020).

Table 3. Testing for Individual Green Values as Moderator.

Model Fit	
Chi-square	72.783
Degree of freedom	44
<i>P</i> Value	0.004

***Significant at 0.05.**

Source: data processing results

Then, the second model for each group was built and the results showed that the influence of environmental attitude on intention to visit sustainable tourism destinations will be stronger when people have a low level of green values, whereas the effect of environmental attitude on intention to visit sustainable tourism destination is insignificant for those who already hold strong values of being green consumers. A rationale could be people who feel responsible to act pro-environmentally (high level of green values) will be immediately interested in visiting sustainable tourism destinations.

Table 4. Results of Hypothesis Testing

	<i>Estimate</i>	<i>p-value</i>
H6: Individual green values moderate the influence of environmental attitude on intention to visit ecotourism destinations.		
Low individual green values:		
Environmental Attitude → Intention to Visit		
High individual green values:	0,692	0,000
Environmental Attitude → Intention to Visit	0,339	0,052

Source: data processing results.

CONCLUSION

The research reveals that enjoyment of nature and environmental identity enhance people's attitude toward the environmental attitude, a strong predictor of intention to visit sustainable tourism destinations. However, there is no effect of environmental concern and nature-based destination image on environmental attitude. Also, the effect of individual green values as a moderating variable was found significant in explaining the influence of environmental attitudes on people's intention to visit sustainable tourism destinations.

This study found the importance of the environmental attitude that reflects individuals' position about the environment. The policymakers and local government are encouraged to create marketing campaigns that provoke people's enjoyment while visiting sustainable tourism destinations as well as enhancing the quality of the natural environment. The use of social media influencer or public figure that actively supports environmental preservation is also recommended to boost individuals' environmental identity and capture individuals with a low level of green values. Participating in a travel exhibition is also a good idea because all the information is provided and the visitors can directly ask questions, and watch a short movie about the environment and efforts to minimize environmental damage.

This study has several limitations that provide future research recommendations. First, some other variables influence environmental concern and environmental attitude which were not included in the proposed model. By adding new constructs, the predictive power of the model can likely be enhanced. Second, despite the role of individual green values as moderating variable, this study did not assess it as an independent variable as was confirmed in the previous studies. Therefore, the authors suggest that future research put individual green values as moderating variable as well as an independent variable that influences behavioral intention.

REFERENCES

- Adel, A.M., Dai X., and Roshdy, R.S. (2021). Investigating consumers' behavioral intention towards suboptimal produce: an extended theory of planned behavior- a cross-cultural study. *British Food Journal*, Vol. 24, No. 1, p. 99-139. <https://doi.org/10.1108/BFJ-03-2021-0211>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. <https://doi.org/10.1016/0749-5978>.
- Ajzen, I and Cote, Nicole G. (2008). Attitudes and the Prediction of Behavior. *Attitudes and Persuasion*. Chapter 13, New York: Psychology Press, p.289-311.
- Akehurst, G., Avonzo, C and Goncalvez, H M. (2012). Re-examining green purchase behaviour and the green consumer profile: New evidences. *Management Decision*, Vol 50, Iss 5, p. 972-988.
- Ashraf, M S et.al. (2019). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, p 1-18. <https://doi.org/10.1002/bse.2350>.

- Channa, N A, et.al (2022). Predicting Consumers' Intention to Purchase Eco-Friendly Athletic Wear in a Moderated Model of Individual Green Values and Gender. *International Journal of Sports Marketing and Sponsorship*, Vol.23, No.2, pp.410-436.
- Chen, L., Wu, Q., and Jiang L. (2022). Impact of environmental concern on Ecological Purchasing Behavior: The Moderating Effect of Prosociality. *Sustainability*, 14, 3004, p. 1-18. <https://doi.org/10.3390/su14053004>.
- Chiu, Y.T.H., Lee, W.I. dan Chen, T.H. (2014), Environmentally responsible behavior in ecotourism: exploring the role of destination image and value perception, *Asia Pacific Journal of Tourism Research*, Vol. 19 No. 8, pp. 876-889.
- Chou, C-J. (2014). Hotels' environmental policies and employee personal environmental beliefs: Interactions and outcomes. *Tourism Management*, 40 (2014), p. 436-446. <http://dx.doi.org/10.1016/j.tourman.2013.08.001>.
- Clayton, S. (2003). Environmental identity: A conceptual and an operational definition. In *Identity and the Natural Environment. The Psychological Significance of Nature*; Clayton, S., Opatow, S., Eds.; The MIT Press: Cambridge, MA, USA, 2003; pp. 45–65.
- Duerden, M D ., and Witt, P A. (2010). The impact of direct and indirect experiences on the development of environmental knowledge, attitudes, and behavior. *Journal of Environmental Psychology*, 30, (4), p.379-392.
- Fauzan, N and Azhar, F N. (2019). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Students College in Universitas Muhammadiyah Yogyakarta. *Proceedings. International Conference on Public Organization Asia Pacific Society for Public Affairs (APSPA)*, p.1-14.
- Fauzi, M A., Hanafiah, M H and Kunjuraman, V. (2022). Tourists' Intention to Visit Green Hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, p. 1-22. ISSN: 2055-5911. <https://doi.org/10.1108/JTF-01-2022-0008>.
- Garg, P dan Pandey, A. (2021). Toward Sustainable Tourism: an Empirical Investigation. *Foresight*, 23(2): 188-200.
- Gifford, R. and Sussman, R. (2012), "Environmental attitudes", *The Oxford Handbook of Environmental and Conservation Psychology*, pp. 65-80. <http://doi.org/10.1093/oxfordhb/9780199733026.013.0004>.
- Gu, X., Hunt C A., Jia X and Niu L. (2022). Evaluating Nature-based Tourism Destination Attractiveness with a Fuzzy AHP Approach. *Sustainability*, 14, 7584,p. 1-23. <https://doi.org/10.3390/su14137584>.
- Hair, J F.,Black, W J., Babin, B J dan Anderson, R E.(2019). *Multivariate Data Analysis*. Seventh Edition. Cengage Learning EMEA.
- Hinds, J and Sparks, P. (2008). Engaging with the natural environment: The Role of Affective Connection and Identity. *Journal of Environmental Psychology*, Vo. 28 (2), p. 109-120.
- Huang, Y-C and Liu, C-H. S. (2017). Moderating and mediating roles of environment concern and ecotourism experience for revisit intention. *International Journal for Contemporary Hospitality Management*, 29(2): 1854-1872.
- Huang, S and van der Veen, R. (2018). The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A Study of potential Chinese visitors to Australia. *Journal of Vacation Marketing*, p-15, <https://doi.org/10.1177/1356766718814077>
- Hultman, M., Kazemina, A dan Ghasemi, V. (2015). Hultman, Magnus & Kazemina, Azadeh & Ghasemi, Vahid, 2015. "Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation," *Journal of Business Research*, 68(9):1854-1861.

- Hwang, J., Kim, W and Kim, J J. (2020). Application of the Value-Belief-Norm model to environmentally friendly drone food delivery services. *International Journal of Contemporary Hospitality Management*, 32(5), p. 1775-1794.
- Jalilvand, M R., Samiei, N ., Behrooz, D and Manzari P Y. (2019). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, Vol. 1, p. 134-143.
- Jiang, J., Zhang, J., Zhang, H. dan Yan, B. (2018), Natural soundscapes and tourist loyalty to naturebased tourism destinations: the mediating effect of tourist satisfaction. *Journal of Travel and Tourism Marketing*, Vol. 35 No. 2, pp. 218-230.
- Juvan, E dan Dolnicar, S. (2014). The attitude–behaviour gap in sustainable tourism. *Annals of Tourism Research*, 48(2014):76-95.
- Kashmina, Y., Paladio, A and Margetts, E.A. (2014). Environmentalist identity and environmental striving. *Journal of Environmental Psychology*, 38, p. 64-75.
- Khanh, C.N.T., and Phong, L.T. (2020). Impact of environmental beliefs and nature-based destination image on ecotourism attitude. *Journal of Hospitality and Tourism Insight*, 3(4): 489-505.
- Kiatkawsin, K., Hen, H. (2017). Young travelers' intention to behave pro-environmentally: Mergin the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, p. 76-88.
- Lu, Allan C C., Gursoy, D and del Chiappa, G. (2014). The Influence of Materialism on Ecotourism Attitude and Behaviors. *Journal of Travel Research*, published online 8 July 2014, p. 1-14. <https://doi.org/10.1177/0047287514541005>.
- Maichum, K., Parichatnon, S and Peng, K.C. (2017). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. *International Journal of Business Marketing and Management*, Vol.3, Iss 3, p. 1-8.
- Mayer, F.S., Frantz, C.M., Bruehlman-Senecal, E. and Dolliver, K. (2009), Why is nature beneficial? The role of connectedness to nature, *Environment and Behavior*, Vol. 41, pp. 607-643.
- Miller, D ., Millera , B dan Coghlanb, A. (2014). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, p 1-22 :<http://dx.doi.org/10.1080/09669582.2014.912219>.
- Milton, T L dan Duckitt J. (2010). The environmental attitudes inventory: A valid and reliable measure to assess the structure of environmental attitudes. *Journal of Environmental Psychology*, 30(2010):80-94.
- Mohaidin, Z ., Wei, K T dan Murshid, M A. (2018). Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia. *International Journal of Tourism Cities* 3(4):442-465.
- Nunkoo, R. dan Gursoy, D. (2012), Residents' support for tourism: an identity perspective, *Annals of Tourism Research*, Vol. 39 No. 1, pp. 243-268.
- Onurlubas, E. (2018). The Mediating Role of Environmental Attitude on the Impact of Environmental Concern on Green Product Purchasing Intention. *Emerging Market Journal*, Vol. 8, No. 2, p. 5-20.
- Oviedo-García, M.A', Vega-Vázquez, M., Castellanos-Verdugo, M. and Reyes-Guizar, L.A. (2016), "Tourist satisfaction and the souvenir shopping of domestic tourists: extended weekends in Spain", *Current Issues in Tourism*, Vol. 19 No. 8, pp. 845-860.
- Paswan, A., Guzman, F. and Lewin, J. (2017), Attitudinal determinants of environmentally sustainable behavior, *Journal of Consumer Marketing*, Vol. 34 No. 5, pp. 414-426.

- Paul, J., Modi, A and Patel J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, Vol. 29, p. 129-134.
- Pham, H.S.T and Khanh, C.N.T. (2020). Ecotourism intention: the roles of environmental concern, time perspective and destination image. *Tourism Review*, p.1-13.
- Rahman, I. and Reynolds, D. (2017), "The influence of values and attitudes on green consumer behavior: a conceptual model of green hotel patronage", *International Journal of Hospitality and Tourism Administration*, Vol. 20 No. 1, pp. 47-74.
- Rosa, Claudio., and Collado, Silvia. (2019). Experiences in Nature and Environmental Attitudes and Behaviors: Setting the Ground for Future Research. *Frontiers in Psychology*, Vol.10:763.
- Sato, I., and Conner, T S. (2018). The Quality of Time in Nature: How Fascination Explains and Enhances the Relationship Between Nature Experiences and Daily Affect. *Ecopsychology*, Vol.5, No.3, p. 197-204.
- Sekaran, U dan Bougie, R. (2016). *Research Method of Business A Skill-Building Approach*. Seventh edition. *John Wiley & Sons, Ltd*.
- Shiel, C., do Paço, A. and Alves, H. (2020), "Generativity, sustainable development and green consumer behaviour", *Journal of Cleaner Production*, Vol. 245.
- Spalding, M., Burke, L. and Fyall, A. (2020), Covid-19: implications for nature and tourism, *Anatolia*, 32(1):1-6.
- Stern, P.C., Dietz, T., Abel, T., Guagnano, G.A. and Kalof, L. (1999), "A value-belief-norm theory of support for social movements: the case of environmentalism", *Human Ecology Review*, Vol. 6 No. 2, pp. 81-97.
- Sujood., Hamid S and Bano, N. (2021). Intention to Visit Eco-Friendly Destinations dfor Tourism Experiences. *Journal of Spatial and Organizational Dynamics*, Vol.9, Issue 4 (2021), p. 343-364.
- Su, L., Hsu, M K ., and Boostrom Jr. R E. (2019). From recreation to responsibility: Increasing environmentally responsible behavior in tourism. *Journal of Business Research*, p. 1-17. <https://doi.org/10.1016/j.jbusres.2018.12.055>
- Stylos, N., Bellou, V., Andronikidis, A. danVassiliadis, C.A. (2017), Linking the dots among destination images, place attachment, and revisit intentions: a study among British and Russian tourists, *Tourism Management*, Vol. 60, pp. 15-29.
- Teeroovengadum, V. (2019).Environmental identity and ecotourism behavior:examination of the direct and indirect effects. *Tourism Review*, 74(2): 280-292.
- UNWTO (2020). Covid-19: UNWTO calls on tourism to be part of recovery plans. . <https://www.unwto.org/news/covid-19-unwto-calls-on-tourism-to-be-part-of-recovery-plans>. Accessed on 10 February 2022.
- Wanga, J.O., Hayombe, P.O., Odunga, P.O. and Odede, F.Z. (2013), "The nexus between environmental knowledge and ecotourism attitude among the local youths in co-educational secondary schools in Bondo Sub-county, Siaya county, Kenya", *International Journal of Business and Social Research*, Vol. 3 No. 7, pp. 103-116.
- Yadav, R and Pathak, G V. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, p. 732-739.
- Yilmaz,Y dan Anasori, E. (2020). Environmentally responsible behavior of residents: impact of mindfulness, enjoyment of nature and sustainable attitude. *Journal of Hospitality and Tourism Insights*, 5(1): 1-14.
- Zheng, G.W., Siddik, A.B., Masukujjaman, M., Alam, S.S. and Akter, A. (2021), Perceived environmental responsibilities and green buying behavior: the mediating effect of attitude, *Sustainability*, Vol. 13 No. 1, p. 35.

- <https://kemenparekraf.go.id/ragam-pariwisata/ISTC:-Mendorong-Percepatan-Pariwisata-Berkelanjutan-di-Indonesia>. Accessed on 10 February 2022.
- <https://www.unwto.org/sustainable-development>. Accessed on 10 February 2022.
- <https://www.kemenparekraf.go.id/post/peraturan-menteri-pariwisata-nomor-9-tahun-2021>. Accessed on 27 December 2022.
- <https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemenparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>. Accessed on 27 December 2022.
- <https://www.bps.go.id/publication>, Statistik Wisatawan Domestik 2019. Accessed on 27 December 2022

INTENTION TO VISIT SUSTAINABLE TOURISM DESTINATIONS AFTER COVID- 19 PANDEMIC

by Fatik Rahayu FEB

Submission date: 14-Feb-2024 07:27PM (UTC+0700)

Submission ID: 2294631395

File name: document_1.pdf (268.55K)

Word count: 6279

Character count: 36514

BUSINESS AND ENTREPRENEURIAL REVIEW

<https://e-journal.trisakti.ac.id/index.php/ber/>

Volume 23 Nomor 1 April 2023: 1-18

<http://dx.doi.org/10.25105/ber.v23i1.16568>

ISSN 0853-9189 (Print) | ISSN 2252-4614 (Online)

INTENTION TO VISIT SUSTAINABLE TOURISM DESTINATIONS AFTER COVID-19 PANDEMIC

Ayu Ekasari ¹

Luki Adiati Pratomo ²

Fatik Rahayu ³

Cicilia Bangun ⁴

Darra Pradita Hidayat ⁵

^{1,2,3} Faculty of Economics and Business, Universitas Trisakti

⁴ Universitas Esaunggul

⁵ Perbanas Institut

Corresponding : ayu.ekasari@trisakti.ac.id

ABSTRACT

This paper aims to investigate the antecedents of environmental attitude and its influence on the intention to visit sustainable tourism destinations, which is moderated by individual green values. A purposive sampling method was used to collect the data from 370 respondents. The data were analyzed using a structural equation model. Out of the four antecedents, environmental identity and enjoyment nature positively influence environmental attitude that leads to intention to visit, while there is no effect of environmental concern and nature-based destination image on environmental attitude. Results also showed that individual green value moderates the influence of environmental attitude on the intention to visit sustainable tourism destinations. This research suggests sustainable tourism marketers create a message that forms a positive environmental attitude. This study offers a conceptual model that focuses on environmental attitude as a key variable that is widely proven to be the best predictor of intention.

Keywords: Environmental Concern, Enjoyment of Nature, Environmental Identity, Nature-Based Destination Image, Environmental Attitude, Individual Green Value, Intention to Visit.

History : Submission: 04-04-2022

Revised: 25-05-2022

Accepted: 25-05-2022

*Corresponding author

INTRODUCTION

The Covid 19 pandemic that has hit the world since 2020 brought a huge impact on various business sectors, including tourism. The Ministry of Tourism and Creative Economy plans to accelerate the recovery of the tourism sector by inviting tourism and creative economy players to implement sustainable tourism (<https://kemenparekraf.go.id/ragam-pariwisata/ISTC:-Mendorong-Percepatan-Pariwisata-Berkelanjutan-di-Indonesia>). United Nations World Tourism Organisation defines sustainable tourism as tourism that takes full account of the impact of its activities on economic, social

2 Intention to Visit Sustainable Tourism Destinations After Covid-19 Pandemic

and environmental aspects, and meets the needs of visitors, industries, the environment, and local communities both now and in the future (<https://www.unwto.org/sustainable-development>).

According to UNWTO, after the pandemic, nature-based tourism will contribute both economically and non-economically to the recovery of the tourism sector (UNWTO, 2020). In the new normal era, changes in the tourism industry are inevitable and this is triggered by changes in tourists' choices, the readiness of tourism destinations, and government policies, all of which lead to sustainable tourism (Spalding, Burke and Fyall, 2020).

The concept of sustainable tourism has been initiated by The Ministry of Tourism and Creative Economy since 2015 and The Minister Regulation Number 9 /2021 regarding sustainable tourism has also been issued (<https://www.kemendparekraf.go.id/post/peraturan-menteri-pariwisata-nomor-9-tahun-2021>.) The scope of sustainable tourism includes social, economic, cultural, and environmental sustainability as well as sustainable management [5]. The Ministry of Tourism and Creative Economy has also formed the Indonesia Sustainable Tourism Council (ISTC) which must support the implementation of sustainable tourism in Indonesia as well as facilitate and coach the selected tourism destinations. ISTC has taken many efforts to prepare the tourism destinations to meet the sustainability criteria as well as carry out an assessment of these destinations. Local communities are also invited to participate in making their places more sustainable and attractive. The yearly award is also conducted by The Ministry to give appreciation to the tourism destinations that successfully met the criteria of sustainability.

Indonesian tourism industry contributed 4.2 % to Gross Domestic Product in 2021, an increase of 37.4% compared to year 2020 and it is expected to contribute 4.3% in 2022, and it is also reported that there was a growth of foreign exchange earned in the tourism sector, which is USD 0.36 million in 2021 compared to 0.32 million in 2020 (<https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemendparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>). While the numbers of foreign tourists decline from 4.05 million in 2020 to 1.5 million in 2021. The Ministry of Tourism and Creative Economy has set up a target of 1.8 million until 3.6 million tourists and Tourism sector is expected to earn USD 470 million until USD 1,7 billion in 2022 (<https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemendparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>).

Despite the optimism and opportunities regarding sustainable tourism, the proportion of tourists visiting sustainable tourism destinations before the pandemic is relatively lower compared to other types of destination, such as culinary, city, marine, and religious tourism (<https://www.bps.go.id/publication>). Probably it is because of people's lack of awareness that Indonesia has some tourism destinations that are categorized as sustainable and bring positive impacts to the society and environment. The Ministry

of Tourism and Creative Economy and sustainable tourism organizers (local government) must develop appropriate marketing strategies to promote sustainable tourism by understanding factors that influence tourists' behavioral intention to visit sustainable tourism destinations. This will accelerate the recovery of the tourism sector as well.

One main determinant of behavioral intention in marketing studies is an attitude that represents people's predisposition to act favorably/unfavorably towards an object. (Ajzen and Cote, 2008)(Ajzen I, 2008). Past studies have focused on environmental attitude as a strong predictor of intention to visit sustainable tourism destinations (Teeroovengadum, 2019; Mohaidin, Wei, and Murshid, 201; Garcia, et.al, 2016). Those past studies agreed that when people hold positive evaluations and feeling about the environment, they will be more likely to visit sustainable tourism destinations. Previous research has shown environmental concern (Garg and Pandey, 2021; Huang and Liu, 2017; Hultman, Kazemina, and Ghasemi, 2015).), enjoyment of nature (Yilmaz and Anasori, 2022; Mayer et.al., 2009; Paswan, Guzman, and Lewin, 2017), environmental identity (Teeroovengadum, 2019; Nunkoo and Gursoy, D, 2012), and nature-based destination image (Chiu, Lee, and Chen, 2014; Jiang et.al, 2018; Stylos, 2017) influence environmental attitude. According to the findings, the more people aware of environmental preservation and identify themselves as individuals who are attached to the environment, the more they are they have a positive attitude toward the environment. Moreover, when people feel happy and enjoy nature, they will form a sustainable attitude regarding the environment. Also, a nature-based destination image evokes an affective feeling that will induce tourists' attitudes towards a sustainable tourism destination.

However, as Juvan and Dolnicar (2014) found, there is a gap between environmental attitude and intention to visit sustainable tourism destinations. Several reasons were revealed why the gap occurs, such as people are not sure about the precise vacation activities that have bad consequences for the environment, they do not feel responsible, uncontrollable external factors, and financial or time limitations. Following these findings, the present research examines the moderating role of individual green value in the effect of environmental attitude on the behavioral intention of sustainable tourism destinations. In the Value-Belief-Norm Theory, individuals' values contribute to their pro-environmental behavior (Stem et.al, 1999). Moreover, Rahman and Reynolds (2017); Shieh et.al (2020), and Channa et.al (2022) reported that individuals that have stronger green values are more concerned about the preservation of the environment and will buy green products. The present study explores the green individuals' value as a potential moderator between environmental attitude and behavioral intention to visit sustainable tourism destinations that to the best of the authors' knowledge have not been studied in the context of sustainable tourism.

The main purpose of this research is to examine the attitudinal factors that predict intention to visit sustainable tourism destinations and the moderating effect of individual values in explaining the

influence of environmental attitude on behavioral intention. The present study contributes to sustainable tourism literature by exploring the antecedents of environmental attitude and how it influences behavioral intention when moderated by green individual values. Likewise, the results of this research provide insights to policymakers, local government, and other stakeholders to create effective marketing strategies for promoting sustainable tourism which is still in the growth phase.

In the marketing literature, the attitude construct is important in understanding consumer behavior, especially for predicting behavioral intention. Attitude can be defined as a tendency to act (positively or negatively) towards an object and it is an evaluation based on beliefs that are formed from experience as well as word-of-mouth and other external sources (Ajzen and Cote, 2008). Similarly in the context of the environment, attitudes show a person's psychological tendency to protect the environment, and someone with high environmental concern is expected to choose a sustainable tourism destination (Hanh dan Chi, 2020). In the realm of pro-environmental behavior research, the environmental attitude has been widely studied and it can predict specific behavior (Gifford and Sussman, 2012).

Environmental concern reflects one's awareness of the importance of protecting the environment and someone with high environmental concern is expected to choose a sustainable tourism destination (Pham and Khanh, 2020). Environmental concern can be interpreted as people's awareness of environmental issues and alternate solutions to overcome the problems (Zheng et.al, 2021). According to Akehurst (2012), environmental concern refers to the raising awareness of people regarding the environment. Moreover, environmental concern motivates people to have a positive attitude toward the environment and it is significantly proven to influence environmental attitudes (Yadav and Pathak, 2016). Another study conducted in Indonesia shows that the environmental concern of college students significantly influences their attitude toward green products (Fauzan and Azhar, 2019). Next, past research by Onurlubas (2018) and Maichum, Parichatnon, and Peng (2017) agreed that young consumers who are concerned about environmental issues will be likely to have a positive attitude towards green products and they are willing to buy them. Paul, Modi, and Patel (2016) also found a positive significant effect of environmental concern on environmental attitude.

H1: Environmental concern positively influences environmental attitude.

For decades, environmental psychologists believed that when people visit the natural world they will have physical and psychological benefits. According to Sato and Conner (2018), enjoyment of nature represents a positive experience as people savor the natural environment and it elevates positive affect. Using experimental studies, Mayer et.al (2009) proved that exposure to nature increases connectedness to nature that will create a positive mood. According to Paswan, Guzwan, and Lewin (2017), when people feel enjoy taking activities in the natural world, they believe that their actions towards the environment will bring a positive effect on preserving the environment. Earlier research by

Duerden and Witt (2010) using students as participants, proved that experiencing nature will develop strong environmental attitudes both cognitively and affectively. This result is supported by recent research that people's experience in nature has a positive effect on their attitude (Rosa and Collado, 2019). A study by Yilmaz and Anasori (2020) confirmed that tourists' enjoyment of nature positively influences their feelings and attitude toward the natural environment.

H2: Enjoyment of nature positively influences environmental attitude.

The environmental identity reflects how people interact with a natural environment that is shaped by their belief that the environment is important for human beings and part of who we are, and it affects their actions toward the world (Clayton, 2004). It is about how people see the world and perceive that nature is psychologically close to humans so that they are willing to participate in green behaviors (Kashima, Paladino, and Margetts, 2014). Past studies found that the stronger people perceive themselves as an environmentalist, the more positive their attitudes toward the environment (Teeroovengadum, 2019; Lu et.al, 2014; Wanga et.al, 2013; Hinds and Sparks, 2008).

H3: Environmental identity positively influences environmental attitude.

Nature-Based Destination Image describes tourists' awareness and impression of the characteristics of a tourist destination that preserve the natural environment (Khanh and Phong, 2020). It is suggested that tourists are pulled by the natural destination attributes. According to Gu et.al (2022) who studied a national forest in China, some natural attributes are important for the tourists, such as the landscape, rare flora, and fauna as well as the topography of the forest. Previous research by Chiu, Lee, and Chen (2013) found that visitors' image of the natural attributes of an eco-tourism site will increase their positive emotions about the site. Jiang et.al (2018) referred to cognitive and affective aspects when studying nature-based destination images that encompass the quality and value of the ecotourism site as well as the positive feelings that visitors have. It has been confirmed that the more favorable a nature-based destination is perceived by the visitors, they will feel a strong attachment to the site and have a positive attitude toward it (Khanh and Phong, 2020; Jiang et.al, 2018).

H4: Nature-based destination image positively influences environmental attitude.

In his seminal paper, Ajzen (1991) described attitude as one of the important elements in predicting behavioral intention, and it is influenced by people's beliefs about an attitude object and how it will affect their behavior. In the context of tourism, numerous research confirmed that a favorable attitude towards the environment will influence people to visit ecotourism destinations (Paswan, Guzwani, and Lewin, 2017; Lu, Gursoy, and del Chiappa (2014); Mohaidin, Wei, and Mursid, 2017; Sujood., Hamid S and Bano, N, 2021 and Ashraf et.al, 2019). The intention to visit eco-friendly tourism destinations reveals people's pro-environmental behavior and their concern for the future, other human beings, and the whole environmental issues. Hultman, Kazeminia dan Gasemi (2015) agreed that

ecotourism intention is people's willingness to engage in ecotourism experiences and it is a function of a positive attitude. A study by Lu, Gursoy, and del Chiappa (2014) shows that environmental concern and positive attitudes toward ecotourism influence people's intention to visit eco-friendly destinations.

H5: Environmental attitude positively influences intention to visit eco-friendly destinations.

The Value-Belief-Norm Theory (VBN) introduced by Stern et.al (1999) has discussed the importance of value that leads to belief and personal norms that people will be engaging in pro-environmental behavior. Gifford and Sussman (2012) suggested that some forms of environmental values influence environmental attitudes. Several research has confirmed the influence of personal value on environmental behavior, such as visiting green hotels (Rahman and Reynolds, 2017; Fauzi, Hanafiah, and Kunjuraman, 2022; Kiatkawsin and Han, 2017). Moreover, studies by Shiel et.al (2020) and (Rahman and Reynolds, 2017) found that individuals having stronger green will be more concerned about environmental issues and prefer to buy green products and stay at green hotels.

H6: Individual green values moderate the influence of environmental attitude on intention to visit ecotourism destinations.

The proposed conceptual framework of this research is illustrated in Figure 1.

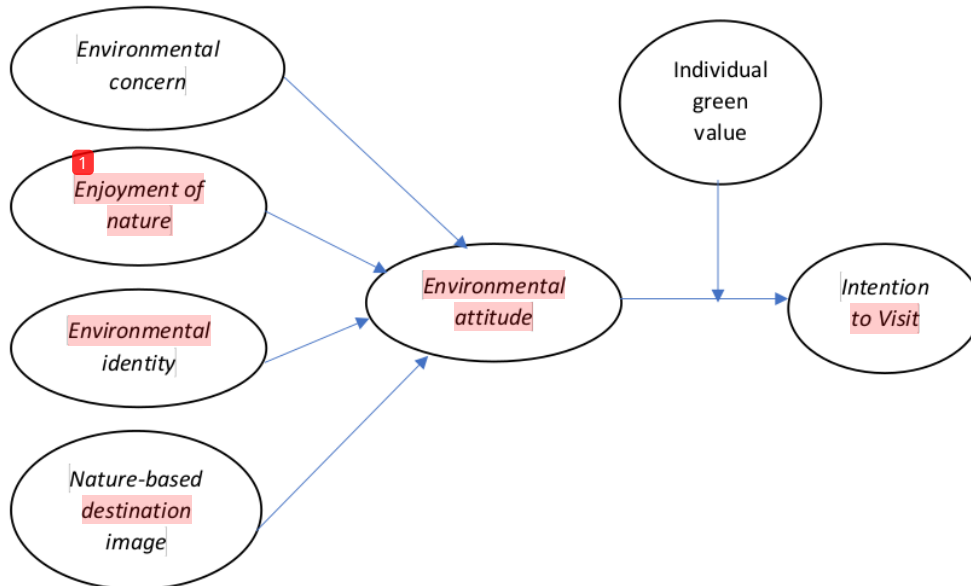


Figure 1. Conceptual Framework.

METHODS

This study is descriptive in nature and used a survey to collect the data. Since this is a correlational study, the researcher's interference was minimal. This research was a cross-sectional study and used the individual as the unit of analysis. A questionnaire was used to collect the data that was distributed electronically. A purposive sampling technique was used to get the people that met some criteria (Sekaran and Bougie, 2016) which are those who have visited one or more of the six sustainable tourism destinations in Indonesia in the last four years from 2018 until 2021. 370 respondents participated in the survey, 51.9% were female and 48.1% were male. Out of the 370 respondents, 47.8% were between 21-30 years old. Most of the participants (52.4%) have traveled 2-4 times a year and the majority of the respondents (46.5%) spent between Rp. 5.000.000 until Rp.10.000.000 each year for traveling. Nglangeran Ancient Volcanic Mountain di Yogyakarta Special Region is the most visited sustainable tourism destination by visitors (37%), followed by Komodo National Park (30%) and Pemuteran Village (30%).

All the variables and measurements used in this study were adapted from previous literature. Environmental concern was assessed using four instruments from Hultman, Kazemina, and Ghasemi (2015) and Pham and Khanh (2020). Enjoyment of nature was measured using five instruments from Yilmaz and Anasori (2020). Five instruments from Pham and Khanh (2020) were used to measure nature-based destination images. The environmental attitude construct was measured using five indicators from Mohaidin, We, and Murshid (2018). Eleven items developed by Teeroovengadum (2018) were used to measure environmental identity. Next, green values were adopted from Channa et.al (2022) and it has eleven indicators. This study utilized four instruments from Pham and Khanh (2022) to measure the Intention to Visit. Five-point Likert scale was used to assess the respondents' answers. The data analysis method was Structural Equation Modelling using SPSS 25 and AMOS 22 as the supporting software.

RESULTS AND DISCUSSION

To test the validity and reliability of the instruments, Confirmatory Factor Analysis and Reliability test was conducted (Hair et.al, 2019). According to Hair et.al (2019), the minimum factor loading depends on the number of the sample, which was 0.3 in this study. However, three constructs (Environmental Concern, Enjoyment of Nature, and Environmental Attitude) had Cronbach Alpha Coefficients below 0,6, so the authors deleted the items that had the biggest coefficient and once again performed the CFA. After the rectification, all the indicators are valid and the internal consistency of the variables met the Cronbach Alpha requirement (≥ 0.6) which is suggested by Hair et.al (2019). The summary of the validity and reliability tests is presented in Table 1.

Table 1. Results of Validity and Reliability Tests.

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
Environmental Concern		
EC 1	0.761	0.654
EC 2	0.805	
EC 4	0.740	
Enjoyment Of Nature		
EN 1	0.693	0.705
EN 2	0.747	
EN 3	0.733	
EN 4	0.743	
Nature-Based Destination Image		
NBDI 1	0.699	0.756
NBDI 2	0.683	
NBDI 3	0.734	
NBDI 4	0.725	
NBDI 5	0.729	
Environmental Identity		
EI 1	0.708	

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
EI 2	0.660	
EI 3	0.667	0.875
EI 4	0.722	
EI 5	0.721	
EI 6	0.688	
EI 7	0.618	
EI 8	0.668	
EI 9	0.674	
EI 10	0.609	
EI 11	0.590	
Environmental Attitude		
¹¹ EA 2	0.699	
EA 3	0.663	0.607
EA 4	0.583	
EA 5	0.762	
Intention to Visit		
IV 1	0.813	0.708
IV 2	0.738	

Constructs and Items	Factor Loading	Cronbach Alfa Coefficient
IV 3	0.742	
IV 4	0.622	
	-	
Individual Green Values		
GV 1	0.813	
GV 2	0.785	
GV 3	0.719	

Source: Data Processing Results

The goodness-of-fit test indicated an adequate fit of the measurement model (GFI: 0.885; AGFI: 0.864; CFI: 0.916; NFI: 0.818, TLI: 0.907; RMSEA: 0.043) as some indices were in the acceptable range recommended by Hair et.al (2019).

The statistic is descriptive and reveals some interpretations as follows: according to the respondents, they care about the environment because human activities can destroy the balance of nature and cause disaster (the mean score for Environmental Concern is 4.5477). Next, the respondents like to spend time outdoors and feel happy when they are in nature (the mean score for Enjoyment of Nature is 4.5872). It is interesting to know that the participants perceive the tourist destinations as interesting, have maintained the ecology, and preserve the natural and cultural attraction (the mean score for Nature-Based Destination Images is 4.4751). Moreover, the participants identify themselves as people who care for and protect the natural environment and are also willing to advocate the society about importance of nature conservation (mean score for Environmental Identity is 4.5322). The mean score for Environmental attitude (4.6669) represents the respondents' opinion that protecting and conserving the natural environment is important as well as reducing environmental damage is important. Then, the respondents feel a moral obligation to do whatever they can to avoid environmental damage and use green products (the mean score for Green value is 4.5901). Lastly, the mean score for Intention to Visit (4.5831) shows that the participants will choose a sustainable tourism destination for their future destination.

The next step was testing the hypotheses and the results are presented in table 2.

Table 2. Results of Hypotheses Testing.

Hypotheses	Estimate	P Value	Results
H1: Environmental concern → Environmental attitude	0.028	0.576	Not supported
H2: Enjoyment of nature → Environmental attitude	0.212	0.004	Supported
H3: Environmental identity → Environmental attitude	0.449	0.000	Supported
H4: Nature-based destination image → Environmental attitude	-0.021	0.797	Not supported
H5: Environmental Attitude Intention to Visit	0.745	0.000	H5 supported

Source: data processing results

The first hypothesis was not supported as the p-value was more than 0.05 and this infers that although individuals are concerned about the natural environment, they are not motivated to develop positive attitudes toward protecting it. This result is in line with the research conducted by Su, Hsu, and Boostrom (2019) that concern about the environment does not necessarily direct people to think about preserving the environment. Research by Chen, Wu, and Jiang (2022) suggested that ecological value mediates the relationship between environmental concern and environmental attitude. When people are concerned about the environment, their ecological values (biospheric, egoistic, or altruistic) will be activated and leads them to have favorable evaluation about protecting the environment, in the long run, dan reducing environmental damage.

The findings revealed a positive influence of enjoyment the nature and environmental identity on environmental attitude, so H2 and H3 were supported. The result depicted that the more people enjoy nature and get a peaceful feeling while taking outdoor activities, the more they care about the environment and think that natural resources must be conserved and protected. This supports previous research by Mayer et.al (2009); Pazwan, Guswan, and Lewin (2017), Rosa and Colado (2019), and Yilmaz and Anasori (2020). As individuals have a strong connection with nature and are passionate about it, they are inclined to relate this identity with a positive attitude toward preserving the natural environment, and this supports past research by Teeroovengadam (2019), Lu et.al, 2014; Wanga et.al, 2013; Hinds and Sparks, 2008).

However, there was no ¹ influence of nature-based destination image on environmental attitude, ³⁷ which means hypothesis four was not supported. It was suspected that gender and generation play significant roles as moderating variables as stated by Huang and van der Veen (2019). These authors ⁶³ found that the effect of the natural environment in a particular destination on attitude was stronger for female tourists than male and Generation Y compared to Generation X . As it was predicted, H5 was supported, which means that having a positive attitude towards the environment will increase people's intention to visit sustainable tourism destinations.

⁸ In assessing the moderating effect of individual green values, the authors used Multigroup SEM by splitting the data into two groups: high and low in individual green values. (Hair et.al, 2019). Firstly, the unconstrained structural models for both groups were set up ³⁸ and the results were shown in Table 3 the moderating effect of individual green values was confirmed (H6 was supported). This result is in line with the findings ⁴ suggested by Gifford and Sussman (2012) and Shiel et.al (2020).

Table 3. Testing for Individual Green Values as Moderator.

Model Fit	
Chi-square	72.783
Degree of freedom	44
P Value	0.004

***Significant at 0.05.**

Source: data processing results

Then, the second model for each group was built and ¹² the results showed that the influence of environmental attitude on intention to visit sustainable tourism destinations will be stronger when people have a low level of green values, whereas the ³⁵ effect of environmental attitude on intention to visit sustainable tourism destination is insignificant for those who already hold strong values of being green consumers. A rationale could be people who feel responsible to act pro-environmentally (high level of green values) will be immediately interested in visiting sustainable tourism destinations.

⁴⁶ **Table 4. Results of Hypothesis Testing**

	<i>Estimate</i>	<i>p-value</i>
H6: Individual green values moderate ¹ the influence of environmental attitude on intention to visit ecotourism destinations.		
Low individual green values:		
⁶⁰ Environmental Attitude → Intention to Visit		
High individual green values:	0,692	0,000
Environmental Attitude → Intention to Visit	0,339	0,052

Source: data processing results.

CONCLUSION

The research reveals that enjoyment of nature and environmental identity enhance people's attitude toward the environmental attitude, a strong predictor of intention to visit sustainable tourism destinations. However, there is no effect of environmental concern and nature-based destination image on environmental attitude. Also, the effect of individual green values as a moderating variable was found significant in explaining the influence of environmental attitudes on people's intention to visit sustainable tourism destinations.

This study found the importance of the environmental attitude that reflects individuals' position about the environment. The policymakers and local government are encouraged to create marketing campaigns that provoke people's enjoyment while visiting sustainable tourism destinations as well as enhancing the quality of the natural environment. The use of social media influencer or public figure that actively supports environmental preservation is also recommended to boost individuals' environmental identity and capture individuals with a low level of green values. Participating in a travel exhibition is also a good idea because all the information is provided and the visitors can directly ask questions, and watch a short movie about the environment and efforts to minimize environmental damage.

This study has several limitations that provide future research recommendations. First, some other variables influence environmental concern and environmental attitude which were not included in the proposed model. By adding new constructs, the predictive power of the model can likely be enhanced. Second, despite the role of individual green values as moderating variable, this study did not assess it as an independent variable as was confirmed in the previous studies. Therefore, the authors suggest that future research put individual green values as moderating variable as well as an independent variable that influences behavioral intention.

REFERENCES

- Adel, A.M., Dai X., and Roshdy, R.S. (2021). Investigating consumers' behavioral intention towards suboptimal produce: an extended theory of planned behavior- a cross-cultural study. *British Food Journal*, Vol. 24, No. 1, p. 99-139. <https://doi.org/10.1108/BFJ-03-2021-0211>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. <https://doi.org/10.1016/0749-5978>.
- Ajzen, I and Cote, Nicole G. (2008). Attitudes and the Prediction of Behavior. *Attitudes and Persuasion*. Chapter 13, New York: Psychology Press, p.289-311.
- Akehurst, G., Avonzo, C and Goncalvez, H M. (2012). Re-examining green purchase behaviour and the green consumer profile: New evidences. *Management Decision*, Vol 50, Iss 5, p. 972-988.
- Ashraf, M S et.al. (2019). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, p 1-18. <https://doi.org/10.1002/bse.2350>.

- Channa, N A, et.al (2022). Predicting Consumers' Intention to Purchase Eco-Friendly Athletic Wear in a Moderated Model of Individual Green Values and Gender. *International Journal of Sports Marketing and Sponsorship*, Vol.23, No.2, pp.410-436.
- Chen, L., Wu, Q., and Jiang L. (2022). Impact of environmental concern on Ecological Purchasing Behavior: The Moderating Effect of Prosociality. *Sustainability*, 14, 3004, p. 1-18. <https://doi.org/10.3390/su14053004>.
- Chiu, Y.T.H., Lee, W.I. dan Chen, T.H. (2014), Environmentally responsible behavior in ecotourism: exploring the role of destination image and value perception, *Asia Pacific Journal of Tourism Research*, Vol. 19 No. 8, pp. 876-889.
- Chou, C-J. (2014). Hotels' environmental policies and employee personal environmental beliefs: Interactions and outcomes. *Tourism Management*, 40 (2014), p. 436-446. <http://dx.doi.org/10.1016/j.tourman.2013.08.001>.
- Clayton, S. (2003). Environmental identity: A conceptual and an operational definition. In *Identity and the Natural Environment. The Psychological Significance of Nature*; Clayton, S., Opatow, S., Eds.; The MIT Press: Cambridge, MA, USA, 2003; pp. 45-65.
- Duerden, M D ., and Witt, P A. (2010). The impact of direct and indirect experiences on the development of environmental knowledge, attitudes, and behavior. *Journal of Environmental Psychology*, 30, (4), p.379-392.
- Fauzan, N and Azhar, F N. (2019). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Students College in Universitas Muhammadiyah Yogyakarta. *Proceedings. International Conference on Public Organization Asia Pacific Society for Public Affairs (APSPA)*, p.1-14.
- Fauzi, M A., Hanafiah, M H and Kunjuraman, V. (2022). Tourists' Intention to Visit Green Hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, p. 1-22. ISSN: 2055-5911. <https://doi.org/10.1108/JTF-01-2022-0008>.
- Garg, P dan Pandey, A. (2021). Toward Sustainable Tourism: an Empirical Investigation. *Foresight*, 23(2): 188-200.
- Gifford, R. and Sussman, R. (2012), "Environmental attitudes", *The Oxford Handbook of Environmental and Conservation Psychology*, pp. 65-80. <http://doi.org/10.1093/oxfordhb/9780199733026.013.0004>.
- Gu, X., Hunt C A., Jia X and Niu L. (2022). Evaluating Nature-based Tourism Destination Attractiveness with a Fuzzy AHP Approach. *Sustainability*, 14, 7584.p. 1-23. <https://doi.org/10.3390/su14137584>.
- Hair, J F., Black, W J., Babin, B J dan Anderson, R E. (2019). *Multivariate Data Analysis*. Seventh Edition. Cengage Learning EMEA.
- Hinds, J and Sparks, P. (2008). Engaging with the natural environment: The Role of Affective Connection and Identity. *Journal of Environmental Psychology*, Vo. 28 (2), p. 109-120.
- Huang, Y-C and Liu, C-H. S. (2017). Moderating and mediating roles of environment concern and ecotourism experience for revisit intention. *International Journal for Contemporary Hospitality Management*, 29(2): 1854-1872.
- Huang, S and van der Veen, R. (2018). The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A Study of potential Chinese visitors to Australia. *Journal of Vacation Marketing*, p-15, <https://doi.org/10.1177/1356766718814077>
- Hultman, M., Kazemina, A dan Ghasemi, V. (2015). Hultman, Magnus & Kazemina, Azadeh & Ghasemi, Vahid, 2015. "Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation," *Journal of Business Research*, 68(9):1854-1861.

- Hwang, J., Kim, W and Kim, J J. (2020). Application of the Value-Belief-Norm model to environmentally friendly drone food delivery services. *International Journal of Contemporary Hospitality Management*, 32(5), p. 1775-1794.
- Jalilvand, M R., Samiei, N ., Behrooz, D and Manzari P Y. (2019). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, Vol. 1, p. 134-143.
- Jiang, J., Zhang, J., Zhang, H. dan Yan, B. (2018), Natural soundscapes and tourist loyalty to naturebased tourism destinations: the mediating effect of tourist satisfaction. *Journal of Travel and Tourism Marketing*, Vol. 35 No. 2, pp. 218-230.
- Juvan, E dan Dolnicar, S. (2014). The attitude-behaviour gap in sustainable tourism. *Annals of Tourism Research*, 48(2014):76-95.
- Kashmina, Y., Paladio, A and Margetts, E.A. (2014). Environmentalist identity and environmental striving. *Journal of Environmental Psychology*, 38, p. 64-75.
- Khanh, C.N.T., and Phong, L.T. (2020). Impact of environmental beliefs and nature-based destination image on ecotourism attitude. *Journal of Hospitality and Tourism Insight*, 3(4): 489-505.
- Kiatkawsin, K., Hen, H. (2017). Young travelers' intention to behave pro-environmentally: Mergin the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, p. 76-88.
- Lu, Allan C C., Gursoy, D and del Chiappa, G. (2014). The Influence of Materialism on Ecotourism Attitude and Behaviors. *Journal of Travel Research*, published online 8 July 2014, p. 1-14. <https://doi.org/10.1177/0047287514541005>.
- Maichum, K., Parichatnon, S and Peng, K.C. (2017). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. *International Journal of Business Marketing and Management*, Vol.3, Iss 3, p. 1-8.
- Mayer, F.S., Frantz, C.M., Bruehlman-Senecal, E. and Dolliver, K. (2009), Why is nature beneficial? The role of connectedness to nature. *Environment and Behavior*, Vol. 41, pp. 607-643.
- Miller, D ., Millera , B dan Coghlanb, A. (2014). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, p 1-22 :<http://dx.doi.org/10.1080/09669582.2014.912219>.
- Milton, T L dan Duckitt J. (2010). The environmental attitudes inventory: A valid and reliable measure to assess the structure of environmental attitudes. *Journal of Environmental Psychology*, 30(2010):80-94.
- Mohaidin, Z ., Wei, K T dan Murshid, M A. (2018). Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia. *International Journal of Tourism Cities* 3(4):442-465.
- Nunkoo, R. dan Gursoy, D. (2012), Residents' support for tourism: an identity perspective, *Annals of Tourism Research*, Vol. 39 No. 1, pp. 243-268.
- Onurlubas, E. (2018). The Mediating Role of Environmental Attitude on the Impact of Environmental Concern on Green Product Purchasing Intention. *Emerging Market Journal*, Vol. 8, No. 2, p. 5-20.
- Oviedo-García, M.A'., Vega-Vázquez, M., Castellanos-Verdugo, M. and Reyes-Guizar, L.A. (2016), "Tourist satisfaction and the souvenir shopping of domestic tourists: extended weekends in Spain", *Current Issues in Tourism*, Vol. 19 No. 8, pp. 845-860.
- Paswan, A., Guzman, F. and Lewin, J. (2017), Attitudinal determinants of environmentally sustainable behavior, *Journal of Consumer Marketing*, Vol. 34 No. 5, pp. 414-426.

- Paul, J., Modi, A and Patel J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, Vol. 29, p. 129-134.
- Pham, H.S.T and Khanh, C.N.T. (2020). Ecotourism intention: the roles of environmental concern, time perspective and destination image. *Tourism Review*, p.1-13.
- Rahman, I. and Reynolds, D. (2017), "The influence of values and attitudes on green consumer behavior: a conceptual model of green hotel patronage", *International Journal of Hospitality and Tourism Administration*, Vol. 20 No. 1, pp. 47-74.
- Rosa, Claudio., and Collado, Silvia. (2019). Experiences in Nature and Environmental Attitudes and Behaviors: Setting the Ground for Future Research. *Frontiers in Psychology*, Vol.10:763.
- Sato, I., and Conner, T S. (2018). The Quality of Time in Nature: How Fascination Explains and Enhances the Relationship Between Nature Experiences and Daily Affect. *Ecopsychology*, Vol.5, No.3, p. 197-204.
- Sekaran, U dan Bougie, R. (2016). *Research Method of Business A Skill-Building Approach*. Seventh edition. *John Wiley & Sons, Ltd*.
- Shiel, C., do Paço, A. and Alves, H. (2020), "Generativity, sustainable development and green consumer behaviour", *Journal of Cleaner Production*, Vol. 245.
- Spalding, M., Burke, L. and Fyall, A. (2020), Covid-19: implications for nature and tourism, *Anatolia*, 32(1):1-6.
- Stem, P.C., Dietz, T., Abel, T., Guagnano, G.A. and Kalof, L. (1999), "A value-belief-norm theory of support for social movements: the case of environmentalism", *Human Ecology Review*, Vol. 6 No. 2, pp. 81-97.
- Sujood., Hamid S and Bano, N. (2021). Intention to Visit Eco-Friendly Destinations dfor Tourism Experiences. *Journal of Spatial and Organizational Dynamics*, Vol.9, Issue 4 (2021), p. 343-364.
- Su, L., Hsu, M K ., and Boostrom Jr. R E. (2019). From recreation to responsibility: Increasing environmentally responsible behavior in tourism. *Journal of Business Research*, p. 1-17. <https://doi.org/10.1016/j.jbusres.2018.12.055>
- Stylos, N., Bellou, V., Andronikidis, A. dan Vassiliadis, C.A. (2017), Linking the dots among destination images, place attachment, and revisit intentions: a study among British and Russian tourists, *Tourism Management*, Vol. 60, pp. 15-29.
- Teeroovengadam, V. (2019). Environmental identity and ecotourism behavior: examination of the direct and indirect effects. *Tourism Review*, 74(2): 280-292.
- UNWTO (2020). Covid-19: UNWTO calls on tourism to be part of recovery plans. . <https://www.unwto.org/news/covid-19-unwto-calls-on-tourism-to-be-part-of-recovery-plans>. Accessed on 10 February 2022.
- Wanga, J.O., Hayombe, P.O., Odunga, P.O. and Odede, F.Z. (2013), "The nexus between environmental knowledge and ecotourism attitude among the local youths in co-educational secondary schools in Bondo Sub-county, Siaya county, Kenya", *International Journal of Business and Social Research*, Vol. 3 No. 7, pp. 103-116.
- Yadav, R and Pathak, G V. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, p. 732-739.
- Yilmaz, Y dan Anasori, E. (2020). Environmentally responsible behavior of residents: impact of mindfulness, enjoyment of nature and sustainable attitude. *Journal of Hospitality and Tourism Insights*, 5(1): 1-14.
- Zheng, G.W., Siddik, A.B., Masukujjaman, M., Alam, S.S. and Akter, A. (2021), Perceived environmental responsibilities and green buying behavior: the mediating effect of attitude, *Sustainability*, Vol. 13 No. 1, p. 35.

- <https://kemenparekraf.go.id/ragam-pariwisata/ISTC:-Mendorong-Percepatan-Pariwisata-Berkelanjutan-di-Indonesia>. Accessed on 10 February 2022.
- <https://www.unwto.org/sustainable-development>. Accessed on 10 February 2022.
- <https://www.kemenparekraf.go.id/post/peraturan-menteri-pariwisata-nomor-9-tahun-2021>. Accessed on 27 December 2022.
- <https://www.menpan.go.id/site/berita-terkini/berita-daerah/kemenparekraf-menargetkan-devisa-pariwisata-naik-1-7-miliar-dolar-as-di-2022>. Accessed on 27 December 2022.
- <https://www.bps.go.id/publication>, Statistik Wisatawan Domestik 2019. Accessed on 27 December 2022

INTENTION TO VISIT SUSTAINABLE TOURISM DESTINATIONS AFTER COVID-19 PANDEMIC

ORIGINALITY REPORT

23%

SIMILARITY INDEX

18%

INTERNET SOURCES

14%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1	eudl.eu Internet Source	3%
2	www.samarinda.lan.go.id Internet Source	1%
3	Submitted to Global Banking Training Student Paper	1%
4	Nisar Ahmed Channa, Beenish Tariq, Altaf Hussain Samo, Niaz Hussain Ghumro, Naveed Akhtar Qureshi. "Predicting consumers' intentions to purchase eco-friendly athletic wear in a moderated model of individual green values and gender", International Journal of Sports Marketing and Sponsorship, 2021 Publication	1%
5	gtg.webhost.uoradea.ro Internet Source	1%
6	consortiacademia.org Internet Source	1%

7	journal.uinsgd.ac.id Internet Source	1 %
8	onlinelibrary.wiley.com Internet Source	1 %
9	uir.unisa.ac.za Internet Source	1 %
10	www.atlantis-press.com Internet Source	1 %
11	ieeca.org Internet Source	<1 %
12	repository.up.ac.za:8080 Internet Source	<1 %
13	Mohd Azhar, Mohd Junaid Akhtar, Mohd Nayer Rahman, Fawaz Ahmad Khan. "Measuring buying intention of generation Z on social networking sites: an application of social commerce adoption model", Journal of Economic and Administrative Sciences, 2023 Publication	<1 %
14	Yıldırım Yılmaz, Elham Anasori. "Environmentally responsible behavior of residents: impact of mindfulness, enjoyment of nature and sustainable attitude", Journal of Hospitality and Tourism Insights, 2021 Publication	<1 %

15	Internet Source	<1 %
16	eprints.utas.edu.au Internet Source	<1 %
17	Submitted to Sunway Education Group Student Paper	<1 %
18	www.tandfonline.com Internet Source	<1 %
19	Rambalak Yadav, Govind Swaroop Pathak. "Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior", Journal of Cleaner Production, 2016 Publication	<1 %
20	Krupek, Fernanda Souza. "Experimentation on Nebraska Farms for Sustaining Soil Health Management", The University of Nebraska - Lincoln, 2023 Publication	<1 %
21	moam.info Internet Source	<1 %
22	www.mdpi.com Internet Source	<1 %
23	Chi Nguyen Thi Khanh, Le Thai Phong. "Impact of environmental belief and nature-based destination image on ecotourism	<1 %

attitude", Journal of Hospitality and Tourism
Insights, 2020

Publication

24

www.pressacademia.org

Internet Source

<1 %

25

ilkogretim-online.org

Internet Source

<1 %

26

journal.ipb.ac.id

Internet Source

<1 %

27

preprod.cairn.info

Internet Source

<1 %

28

Asli D.A. Tasci, Alan Fyall, Kyle Maurice
Woosnam. "Sustainable tourism consumer:
socio-demographic, psychographic and
behavioral characteristics", Tourism Review,
2021

Publication

<1 %

29

Submitted to Institute of Research &
Postgraduate Studies, Universiti Kuala
Lumpur

Student Paper

<1 %

30

Jiale Zhang, Farzana Quoquab, Jihad
Mohammad. "The role of pandemic risk
communication and perception on pro-
environmental travel behavioral intention:
Findings from PLS-SEM and fsQCA", Journal of
Cleaner Production, 2023

<1 %

31 apspa.org Internet Source <1 %

32 m.growingscience.com Internet Source <1 %

33 media.neliti.com Internet Source <1 %

34 radjapublika.com Internet Source <1 %

35 www.deepdyve.com Internet Source <1 %

36 www.jsod-cieo.net Internet Source <1 %

37 Yudha Dwi Nugraha, Yulia Arisnani Widyaningsih. "The moderating role of gender and religiosity on the EMA model: an Indonesian Muslim pilgrim perspective", *Journal of Islamic Marketing*, 2021
Publication <1 %

38 Zeyu Ji, Yuanchao Gong, Yang Li, Yan Sun. "Effects of monetary and nonmonetary incentives in Individual Low-carbon Behavior Rewarding System on recycling behaviors: The role of perceived environmental responsibility", *Sustainable Production and Consumption*, 2023 <1 %

39	e-journal.unair.ac.id Internet Source	<1 %
40	fliphtml5.com Internet Source	<1 %
41	garuda.kemdikbud.go.id Internet Source	<1 %
42	link.springer.com Internet Source	<1 %
43	uobrep.openrepository.com Internet Source	<1 %
44	www.emerald.com Internet Source	<1 %
45	Munson, Sammi. "Environmentalism Identity: A Mixed Methods Study", George Mason University, 2023 Publication	<1 %
46	Nhung Thi Hoai Duong, Nguyen Khanh Chi, Hanh Thi Nguyen, Ngan Thi Kim Nguyen, Chi Phuong Nguyen, Uyen Thi To Nguyen. "WTPP for ecotourism: the impact of intention, perceived value, and materialism", Journal of Hospitality and Tourism Insights, 2021 Publication	<1 %
47	Sahar Hosseinikhah Choshaly, Marva Mirabolghasemi. "chapter 6 Antecedents of	<1 %

Behavioral Intention Towards Sustainable Tourism Destination", IGI Global, 2019

Publication

48	d-nb.info Internet Source	<1 %
49	kardan.edu.af Internet Source	<1 %
50	myscholar.umk.edu.my Internet Source	<1 %
51	nmbu.brage.unit.no Internet Source	<1 %
52	pdf.usaid.gov Internet Source	<1 %
53	repository.nwu.ac.za Internet Source	<1 %
54	researcharchive.vuw.ac.nz Internet Source	<1 %
55	www.athensjournals.gr Internet Source	<1 %
56	www.testmagzine.biz Internet Source	<1 %
57	Christian A. Klöckner. "The Psychology of Pro-Environmental Communication", Springer Science and Business Media LLC, 2015 Publication	<1 %

58

Mohd Sadiq, Mohd Adil, Justin Paul. "Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective", International Journal of Hospitality Management, 2022

Publication

<1 %

59

Paulo, Alexandra. "Naturalistic Intelligence and Pro-Environmental Behavior", Rivier University, 2023

Publication

<1 %

60

Cen-Peng Wang, Qi Zhang, Philip Pong Weng Wong, Lei Wang. "Consumers' green purchase intention to visit green hotels: A value-belief-norm theory perspective", Frontiers in Psychology, 2023

Publication

<1 %

61

Kaadoor, Amani Mohammed. "Determinants of Green Purchase Intentions of Saudi Consumers", Portland State University, 2021

Publication

<1 %

62

Muposhi, Asphat. "Factors Influencing Pro-Environmental Behaviour: A Focus on the Use of Non-Plastic Reusable Shopping Bags.", University of Johannesburg (South Africa), 2021

Publication

<1 %

63

Songshan (Sam) Huang, Robert van der Veen.
"The moderation of gender and generation in
the effects of perceived destination image on
tourist attitude and visit intention: A study of
potential Chinese visitors to Australia",
Journal of Vacation Marketing, 2018

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On

INTENTION TO VISIT SUSTAINABLE TOURISM DESTINATIONS AFTER COVID-19 PANDEMIC

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

/0

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18
