



Determinants of Green Lifestyle Factors to Maintain The Sustainability of Environmental Tourism Business

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Article History:

Received : 2023-10-15

Revised : 2023-11-07

Accepted : 2023-11-16

Published : 2024-01-03

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Cite this article:

Farida, D. N., Adhitya, F., & Rahmawati, F. (2024). Determinants of Green Lifestyle Factors to Maintain The Sustainability of Environmental Tourism Business. *Keunis*, 12(1), 44-55.

DOI:

10.32497/keunis.v12i1.5059

Abstract: *Based on interviews with tourism object managers, it was found that Generation Z tourists often take disgraceful actions by displaying behavior that pollutes and even damages tourist attractions. This study examines how much influence (tourist attitudes, subjective norms, expected behavioral control on tourist intentions), then explores the effect of tourist intentions on environmentally responsible tourism behavior and examines its impact on green lifestyles. This research is a type of quantitative research and primary data source. The population of this study is Generation Z tourists who have visited in the last three years. The samples obtained were 224 respondents. The data analysis technique in this study uses the Warp PLS (Partial Least Square) structural equation model. The results show that all hypotheses are accepted. Attitude, Subjective Norm, and Behavioral control that is felt to affect intentions. The higher the tourists' intention to be responsible for the environment, the better the behavior responsible for the environment. The results show that the better the behavior to be responsible for the environment, the higher the green lifestyle. With this research, it is hoped to raise awareness for the younger generation to be more concerned about environmental sustainability around tourism sites and participate in preserving the environment.*

Keywords: Green Tourism, Z generation, theory of planned behavior, green lifestyle

INTRODUCTION

Indonesian tourism has overgrown over the last decade. This growth is shown by the percentage contribution to tourism GDP, which increases yearly. In 2020, tourism's GDP contribution was 2.23% and will continue to grow in 2023, reaching 4.1%. The revival of the tourism sector after COVID-19 has positively impacted society, including an increase in the workforce (Kemenkraf, 2023). Given the economic benefits that will result from improving the tourism sector in Indonesia, coupled with the increasing pressure to care for the environment, sustainable tourism development is the most challenging goal to achieve. Therefore, the need for implementing sustainable tourism development is very significant (Sardianou *et al.*, 2016).

Tourism is a rapidly growing industry and can be a significant global greenhouse gas (GHG) emission source. Tourism growth will generate substantial income for the region, but on the other hand, tourism also creates waste and environmental pollution. One ecological pollution comes from the behavior of tourists who are not responsible for the green environment. In contrast, tourism is a crucial source of economic growth and a culturally enriching foundation for society (Asmelash & Kumar, 2019). In addition, Due to tourism's substantial contribution to economic growth, research on tourism sustainability has expanded quickly over the years.

The United Nations World Tourism Organization (UNWTO) states that tourism that produces current and future economic, environmental, and social consequences on the requirements of industry, visitors, indigenous peoples, and the environment is defined as sustainable tourism. In the UN's 2030 sustainable development agenda, the tourism sector is linked to the utilization and conservation of natural resources, job creation and cultural promotion of local products, and sustainable use of marine resources to improve community welfare (Hall, 2019). Thus, "green" or "sustainable" tourism advocates for minimal detrimental effects on the local environment and the enhancement and promotion of the area's cultural benefits to the local community (Yu et al., 2011). Furthermore, reducing environmental problems and the impact of climate change and pollution is the goal of efforts in green tourism, greenhouse gas emissions, and CO₂ emissions, which are very important to discuss. Green tourism intends to reduce the unfavorable impact on the local environment. It predicts its application on a global scale, especially in the green tourism industry, which is promoted by sustainability programs. It is also intended to motivate tourist attractions to show a green image of the destination, which emotionally impacts tourists' pro-environmental behavior (Line et al., 2018).

Green tourism has been widely implemented in several countries, hoping these efforts can reduce carbon emissions from tourism activities. Carbon emissions can be caused by one of them from tourism management practices, which are significant in several countries, and this causes a push for the promotion of green tourism. Preventing air, water, and soil pollution, as well as reducing waste generated by travelers, is a sustainability concept in tourism that focuses on environmental protection. This includes protected and cared for wildlife habitats, wild plants, and environmentally friendly landscape characteristics. The second point refers to residents' quality of life-related to social development. Specifically, it refers to preserving quality, history, culture, and diversity within a destination. Constructing more viable and competitive destinations locally and internationally contributes to a region's economic growth. Singh contends that following appropriate waste management techniques, such as recycling and composting, can reduce greenhouse gas emissions outside this setting (Singh et al., 2014).

Currently, in Indonesia, quite a lot of new tourist places have emerged that attract visitors, both domestic tourists and foreign tourists. Indonesia's natural wealth and natural beauty attract tourists to visit the place. However, sometimes, the beauty of the tourist place can only last for a while due to the behavior of less environmentally friendly tourists. A pre-survey conducted with tourism object managers found that Generation Z tourists (15-25 years old) often commit disgraceful actions by displaying behavior that pollutes and even damages tourist attractions, so the sustainability of these tourist attractions is threatened.

This study aims to analyze the behavioral aspects of tourists associated with green tourism and green lifestyle. Thus, this research is fundamental to detecting and explaining behavioral variables towards the green behavior decisions of tourists. The problems that arise in the background above are significant for a more in-depth study because sustainable business issues must align with the sustainability of energy resources and the environment. The concept of sustainable development in the economic sector, especially the tourism sector, must pay attention to aspects of resource degradation. As part of global corporations and the environment, tourism must fully support efforts to shift to an economical, more environmentally friendly, and climate-friendly economic system.

THEORETICAL FRAMEWORK AND HYPOTHESES

Theory of Environmentally Significant Behavior

This theory postulates that people's norms directly influence environmentally friendly behavior. Personal norms, defined as "a sense of obligation to take pro-environmental action," will develop if people are aware of environmental problems (consequence awareness) and believe they are responsible for reducing those problems (recognition of responsibility). In contrast to attitudes, moral obligations are believed to remain relatively stable over time and thus may represent a more suitable leverage point for achieving behavioral change (Juvan & Dolnicar, 2016).

Behavior that is important for the environment can be determined based on its impact, namely the extent to which the behavior changes the availability of materials or energy from the environment or changes the structure and dynamics of the ecosystem or biosphere. Some behaviors, for example, forest clearing or household waste disposal, will directly cause environmental change (Stern, 2000). Attempts to define tourists' sustainability behavior lead to the conclusion that they all make one of three assumptions: they assume that a person's pro-environmental values and beliefs are sufficient to categorize them as a consequence of their behavior as an environmentally conscious tourist. The second assumption is that their intention to protect the environment is sufficient, or thirdly,

the last two constructs are not sufficient and that only behavior matters, regardless of values, beliefs, and intentions (Asbollah *et al.*, 2017).

Four types of groups of variables cause environmental behavior, namely attitudinal factors, including norms, beliefs, and values. Other attitudinal variables only influence certain behaviors that are relevant to the environment. This includes specific behavioral tendencies (e.g., specific personal moral norms in terms of norm activation theory, attitudes toward action in terms of the theory of planned behavior) and specific behavioral beliefs (e.g., about the difficulty of taking a particular action or about its consequences for oneself, others, or environment). The second significant type of causal variable is external or contextual forces. These include interpersonal influences (e.g., persuasion, modeling), community expectations, advertisement, government regulations, other legal and institutional factors, the physical difficulty of specific actions, capabilities, and constraints provided by technology and the built environment, and the availability of public policies to support behavior. Personal ability is the third type of causal variable. This includes the knowledge and skills required to perform a particular action, the availability of time to act, and general abilities and resources such as literacy, money, social status, and power. The fourth variable is habits or routines; changing behavior often requires maintaining old habits by creating new ones (Stern, 2000).

Theory of Planned Behavior

The theory of planned behavior or Theory of Planned Behavior (TPB) is a theory used to determine a person's behavior. This theory states that behavioral intentions determine behavior. The theory of planned conduct begins with a precise specification of the behavior of interest in terms of its goal, actions, context, and duration (Ajzen, 1991).

The theory of planned behavior is a psychological theorem that can be used to explain individual behavior. This theory includes rational predictors and provides pro-social motives. Previous research suggested the need to add pro-social variables to the TBP model. This model has been successful and widely pragmatic in several studies to explain various aspects of environmental behavior, such as green hotels, tourism studies, rural development, sustainable agriculture, sustainable education, energy saving, water conservation, and sustainable transportation (Ibnou-Laaroussi *et al.*, 2020).

Ajzen (1991) describes three elements that determine intention: attitudes, subjective norms, and perceived control behavior. Tourists search for tourist destinations based on the resources and culture that interest them. In addition, the great diversity of several aspects and valuable heritage are also attractions to visit a tourist attraction (Ibnou-Laaroussi *et al.*, 2020). Thus, eco-themed tourist attractions offer what tourists want. However, the number of tourists who visit the place can cause damage to the surrounding nature. Therefore, the theory of planned behavior is used further to predict the environmentally responsible behavior of local tourists and to explore further the sensitivity of tourists to the sustainability of these tourist attractions.

Green Lifestyle

A green lifestyle is defined as a lifestyle that involves actions aimed at minimizing or eliminating the adverse effects of our behavior on the environment. This involves using renewable energy sources and buying environmentally friendly products (Chwialkowska, 2019). A green lifestyle also involves environmentally friendly consumption and habits. A green lifestyle is a lifestyle that involves careful consideration of the negative impact of one's daily activities on the environment and the meaning that drives this process. In line with the Theory of Planned Behavior (TBP) by Ajzen, green intentions are expected to predict green behavior. The higher consumers' intentions towards the green concept, the higher their green behavior will be. So, there is a positive relationship between intention, green behavior, and green lifestyle (Genoveva & Syahrivar, 2020).

The concept of green tourism is used to indicate environmentally friendly tourism. This term is used for two purposes, namely; the first is to tell customers that the holiday destination they are going to is a beautiful and pure place. Green tourism or other terms related to environmental awareness are widely used to label nature holidays as exotic destinations. The second aim is that green tourism claims can indicate that tourism operations occur in the area and do not damage the environment (Furqon *et al.*, 2010). Green tourism is an essential component of sustainable tourism, defined as "travel to destinations where flora, fauna, and cultural heritage are the main attractions." This definition was expanded to include environmentally friendly travel to destinations where climate impacts are minimized to respect and conserve natural resources and adapting programs to suit fragile resource contexts (Dodds & Joppe, 2001).

Green tourism is essential to encourage travel that will help support natural and cultural aspects while encouraging respect and conservation of urban resources and cultural diversity. According to Dodds and Joppe (2001), the concept of green tourism can be broken down into four components, including:

- a. Environmental responsibility: protect, preserve, and enhance the natural and physical environment to ensure the long-term health of life-sustaining ecosystems.
- b. Local economic vitality: supporting local economies, businesses, and communities to ensure economic vitality and sustainability.
- c. Cultural diversity: Respect and value culture and cultural diversity to ensure the continued well-being of the local or host culture.
- d. A wealth of experience: Provide enriching and fulfilling experiences through active, personal, and meaningful participation in and engagement with nature, people, places, and culture.

Hypothesis Development

Attitudes and Environmental Behavior

Attitudes are opinions and feelings about someone or something. Behavioral intentions can be explained and predicted by attitudes, which effectively predict behavior (Ajzen, 1991). An individual's attitude towards action is essential to forming his intentions and behavior.

Research shows that increasing individual attitudes and behaviors can sustain green tourism participation globally (Zsóka *et al.*, 2013). In addition, tourism attitudes are positively correlated with tourist intentions, representing the positive actions of tourists (Ibnou-Laaroussi *et al.*, 2020). Individuals' specific actions and social influences are related to their intention to participate in positive or harmful activities.

Hypothesis 1: The attitude of tourists has a positive effect on the intention of tourists to be responsible for the environment

Subjective Norms and Environmental Behavior

Subjective norms are the pressure that a person feels when performing certain behaviors. Subjective norms are influenced by obedience motivation and normative beliefs Ajzen, (1991). Perceived social pressure and the likelihood of customers performing certain behaviors indicate a positive relationship. The more significant social pressure will cause consumers to behave in specific ways in a diverse environmental context also shows that behavioral intentions are positively influenced by social norms (e.g., consumption of green products/services, waste sorting/recycling, energy/water saving, and use of public transport) (Han *et al.*, 2019).

The study by Hu *et al.* and Liu *et al.* showed that when tourists want to engage in more responsible environmental behavior, the more likely that behavior will be expressed (Hu *et al.*, 2018), (Liu *et al.*, 2020). In contrast, Thøgersen demonstrated a correlation between perceived social norms and pro-environmental conduct (Thøgersen, 2006). Research shows that subjective norms positively influence tourists' intentions to buy environmentally friendly products.

Hypothesis 2: The subjective norm of tourists has a positive effect on the intention of tourists to be responsible for the environment.

Perceived Behavioral Control and Environmental Behavior

PBC refers to people's perceptions of the ease or difficulty of performing a behavior of interest. Self-efficacy helps individuals decide how much effort they will expend on a task, how long they will persist when experiencing difficulties, and how resilient they will be in adverse situations. Perceptions of how well a person can control factors in a behavioral context can facilitate or limit specific actions (Lin *et al.*, 2021).

Perceived behavioral control refers to an individual's self-efficacy compared to the difficulties encountered. Perceived behavioral control is also believed to reflect experiences that result in personal predictions of the difficulty level and possible barriers to behavior. Perceived behavioral control influences behavior in two ways: motivating behavioral intentions and predicting behavior. Perceived behavioral control is influenced by perceived power and self-confidence (Ajzen, 1991).

Perceived behavioral control influences behavior by Perceived and perceived control influences. The results found a significant positive impact of perceived behavioral control on sustainable consumption behavior (Wang *et al.*, 2014). These results are also in line with research conducted by Hu *et al.* (2018) and C. Wang *et al.* (2019).

Hypothesis 3: Behavioral control perceived by tourists has a positive effect on tourists' intention to be responsible for the environment

Planned Behavior Theory and Green Behavior

The theory of Planned Behavior (TPB) found that perceived behavioral control, subjective norms, and attitudes can predict behavioral intentions (Ibnou-Laaroussi *et al.*, 2020). For example, environmentally responsible

tourism behavior is the reaction of individuals or groups who carry out tourism activities to protect the environment and promote the sustainability of natural resources.

The participation of individuals, both at home and at work, in ecologically responsible activities is one way to characterize the individuals' green behavior in their regular lives (e.g., saving water, conserving energy, recycling, reducing waste, and avoiding single-use products) (Han *et al.*, 2019). Thus, the behavior is the actions and decisions of tourists to reduce or avoid environmental damage, preserve the environment, and address environmental problems in their activities (Ibnou-Laaroussi *et al.*, 2020).

Hypothesis 4: Tourist intentions positively affect environmentally responsible tourism behavior.

To live a green lifestyle, we must take action to minimize our environmental impact and eliminate any adverse effects. This involves using renewable energy sources and buying eco-friendly products (Chwialkowska, 2019). In line with Ajzen's Theory of Planned Behavior (TBP), green intentions are assumed to predict green behavior. The higher the consumer's intention toward the green concept, the higher their green behavior in them. So, a positive relationship exists between intentions, green behavior, and a green lifestyle (Genoveva & Syahrivar, 2020).

Hypothesis 5: Environmentally responsible tourism behavior has a positive effect on a green lifestyle

The conceptual framework of this research is shown in Figure 1 below:

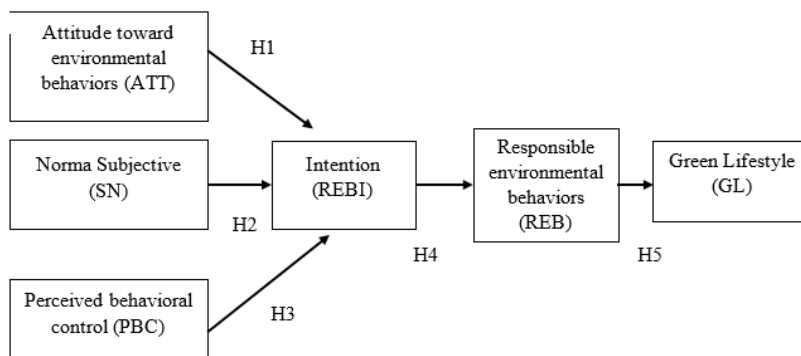


Figure 1. Conceptual Framework

RESEARCH METHODS

Data Types and Sources

This research is an empirical study conducted to obtain evidence regarding the influence of attitudes, subjective norms, and perceived behavioral control on the intention of tourists to behave responsibly towards the environment, which will later become a green lifestyle. This type of research uses a questionnaire with a descriptive level of explanation and analysis and quantitative data types. The research sample is Generation Z (the generation born in 1997-2012), who have made tourist visits in the last three years and are in the Central Java area.

Measurement

The questionnaire uses a Likert scale (5 items) as a variable measure. The measured variables are translated with a Likert scale into several variable indicators. The indicator then serves as a starting point for the preparation of instrument items, which can be questions or statements. The exogenous variables in this study are attitudes, subjective norms, and perceived behavioral control. In contrast, the endogenous variable in this study is a green lifestyle.

Four questions measure attitude, three measure subjective norms, three measure perceived behavioral control, and three measure intention. Meanwhile, green behavior is measured by three questions. All of the above variables were adopted from research conducted by Ajzen (1991), Miller *et al.* (2015), and Brown *et al.* (2010). At the same time, the green lifestyle is measured by five questions adopted from the research Florenthal & Arling, (2011).

Data Analysis Technique

We used Partial Least Squares (PLS) to test hypotheses using Structural Equation Modeling (SEM). WrapPLS analysis is a development of PLS analysis. Herman Wold and Lohmoller first developed PLS. In technical analysis, there are two stages: first, the measurement model is evaluated (whether the indicator is valid and reliable), and then the structural model is evaluated (whether the variables influence each other or there is a correlation between constructs using a t-test).

RESULTS AND DISCUSSION

Sample description

Table 1 shows the characteristics of the Z-generation samples surveyed. Table 1 shows that the respondents who filled out the most were women, 80.1%. The age of respondents is mainly dominated by the age of 16-20 years (60.62%), and the majority of respondents' education is undergraduate. The distribution of respondents' origins is dominated by those from Java, followed by Sumatra, Sulawesi, and Nusa Tenggara. Most respondents visit the beach compared to mountains or national parks, and the majority of respondents visit tourist destinations three times a year.

Table 1
Respondent Description

Features	Classification	Number	Percentage (%)
Sex	Male	45	19.9
	female	181	80.1
age	10-15	5	2.21
	16-20	137	60.62
	21-26	84	37.17
Education	Junior High School	5	2.21
	Senior high school	33	14.60
	Bachelor	188	83.19
Ethnic Group	Java	238	89.47
	Sumatra	10	3.76
	Borneo	4	1.50
	Sulawesi	9	3.38
	Nusa Tenggara	5	1.88
Natural Tourist Places That Are Often Visited	Mountains	41	18.14
	Beach	158	69.91
	Waterfall	8	3.54
	Forest/National Park	19	8.41
Number of tourist visits in one year	1	19	8.41
	2	29	12.83
	3	36	15.93
	>3	142	62.83

Source: Data processing, 2022

Assessment of the measurement model

Table 2 shows the results of latent variables, question items, main loading, average variance extracted (AVE), and composite reliability. The value of all constructs is more significant than 0.70. This value meets the criteria of Hair et al. (2013), which requires convergent validity for the reflective construct; namely, the outer loading must be above 0.7, and the p-value must be significant (<0.05). This study has several outer loading values between 0.4 and 0.7. According to Hair et al. (2013), the value is still considered to be maintained. Indicators with small loadings are sometimes maintained because they contribute to the validity of the constructed content (Sholihin & Ratmono, 2013).

Table 2 also shows that the composite reliability (CR) of the latent variable of the measurement model is more significant than 0.7. It means that the measurement model has acceptable reliability. In convergent validity criteria, AVE must be greater than 0.5 for acceptable convergent validity (Hair *et al.*, 2013). Table 2 shows that the AVE of the construction is more significant than 0.5. Indicators with a load of 0.4-0.5 should not be deleted since CR and AVE exceed the recommended threshold. Throughout the model, discriminant validity describes how each latent variable differs from the others. A summary of the results of internal reliability and convergent validity for the constructs is presented in Table 2 and Figure 2.

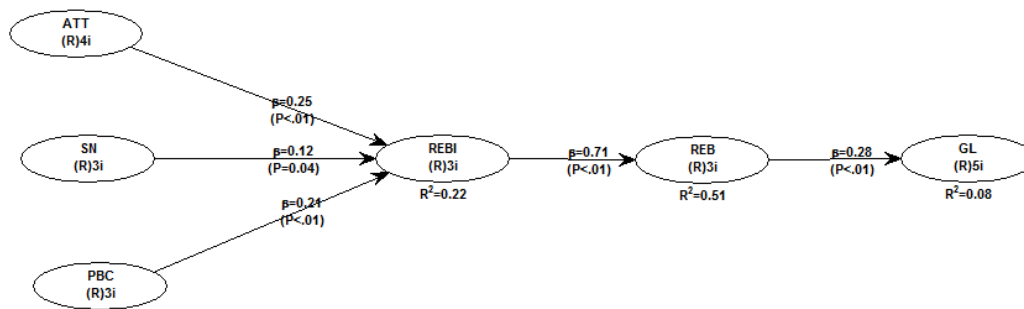


Figure 2. Results of the path analysis

Source: Data processed, 2022

Table 2
Reliability and convergent validity

Construct	Items	Loading	CR	AVE
ATT (Attitude toward environmental behaviors)	ATT 1	0.898	0.924	0.868
	ATT 2	0.863		
	ATT 3	0.836		
	ATT 4	0.874		
SN (Subjective Norms)	SN 1	0.884	0.898	0.863
	SN 2	0.870		
	SN3	0.834		
PBC (Perceived Behavioral Control)	PBC 1	0.808	0.724	0.692
	PBC 2	0.462		
	PBC 3	0.755		
REBI (Responsible et al. Intention)	REBI 1	0.826	0.791	0.750
	REBI 2	0.812		
	REBI 3	0.591		
REB (responsible environmental behaviors)	REB 1	0.809	0.810	0.769
	REB 2	0.859		
	REB 3	0.617		
GL (Green Lifestyle)	GL 1	0.610	0.867	0.754
	GL 2	0.809		
	GL 3	0.788		
	GL 4	0.790		
	GL 5	0.754		

Source: Data processed, 2022

Investigating the correlation between potentially overlapping construct sizes was used to assess discriminant validity after testing convergent validity. The results shown in Table 3 demonstrate that the square root of AVE has a more significant value than the correlation between certain constructs and other constructs, so it is considered valid. Table 3 displays the findings, including the correlations between the constructs outside the diagonal and the square root of AVE on the diagonal.

Table 3. Discriminant Validity

	ATT	SN	PBC	REBI	REB	GL
ATT	0.872					
SN	0.509	0.863				
PBC	0.455	0.530	0.683			
REBI	0.292	0.320	0.282	0.752		
REB	0.272	0.362	0.273	0.706	0.766	
GL	0.074	0.402	0.281	0.178	0.276	0.761

Source: Data processed, 2022

Structural Model Analysis and Hypothesis Testing

The structural model assessed and reported R values for endogenous constructs. The results showed that the R2 value was 0.24, 0.51, and 0.10 for intention, green behavior, and lifestyle, respectively. This value is considered high enough to assess the dependence of the predictions of the research model (Hair *et al.*, 2013). To test the hypothesis, the significance of the direct effect uses the product coefficient approach. Table 4 and Figure 2 show the results of hypothesis testing. The results showed a positive and significant effect on all hypotheses, indicating that all hypotheses can be accepted.

Table 4 Results of hypothesis testing

	Hypothesis	Path coefficient	P-Value	Information
H1	ATT→REBI	0.257	<0.001	Sig.
H2	SN→REBI	0.166	0.006	Sig.
H3	PBC→REBI	0.198	0.001	Sig.
H4	REBI→REB	0.716	<0.001	Sig.
H5	REB→GL	0.315	<0.001	Sig.

Source: Data processed, 2022

Discussion

The Attitude to Intention variable has a path coefficient of 0.257 and p-value < 0.001, so it is said to be significant because 0.001 < 0.05 (significance level), so the hypothesis is accepted. The positive path coefficient (0.257) means that the more tourists have a responsible attitude, the higher the intention of tourists to be responsible for the environment. The results of this study align with research conducted by Han & Kim (2010); a visitor who has a positive attitude toward the experience of visiting a green hotel is more likely to have a positive intention to choose to remain at a green hotel and the green hotel as a location to stay.

Opinions and feelings regarding a specific person or thing are called attitudes. Variations in attitudes can be categorized as either positive or negative, beneficial or detrimental, pleasant or unpleasant, or pleasant or pleasant. Behavioral beliefs, subjective as judgments, are likely to result from personal behavior that will influence attitudes toward behavior. Attitudes are effective predictors that drive behavioral intentions and can explain and predict behavioral intentions (Ajzen, 1991). An individual's attitude toward action is essential to forming his intentions and behavior. As one of the dimensions of will in the individual decision-making process, an attitude refers to "the degree to which a person has a favorable or unfavorable evaluation or assessment of behavior." Additionally, convention delegates' green attitudes (in this study) indicate what they think about environmentally responsible behavior during conventions. The concept of attitude is widely used as a significant constituent of social psychological theory that explains individual decision-making processes and behavior (Han *et al.*, 2019).

Increasing the sustainability of green tourism participation worldwide requires individual attitudes positively correlated with individual pro-environmental behaviors (Zsóka *et al.*, 2013). This result also aligns with the research of (Ibnou-Laaroussi *et al.*, 2020). In addition, they found that attitude has a positive direct relationship with intention, representing the positive actions of tourists on their intention to participate in green tourism sustainability. This finding was made possible because attitude positively correlates with intention (Ibnou-Laaroussi *et al.*, 2020). This result confirms that individuals' actions and social influences are related to their intention to participate in positive or harmful activities.

The Effect of Subjective Norm Variables on Intentions has a path coefficient of 0.166, p-value = 0.006, and is significant because the hypothesis is accepted by 0.006 < 0.05 (significance level 5%). The positive path coefficient (0.166) means that the more tourists have subjective norms, the higher the intention of tourists to be responsible for the environment. According to the results of this study, subjective social norms are positively related to pro-environmental behavior. Previous research has discovered that subjectivity had a beneficial impact on visitors' willingness to visit green hotels and customers' intentions to buy environmentally friendly products.

Subjective norms are the pressure that a person feels when performing certain behaviors. Obedience drive and normative ideas are two factors that can affect subjective norms. There is a correlation between one's normative beliefs and one's judgment of the significance of the performance of another individual or group. When it comes to specific activities, a person's level of compliance motivation refers to how much they obey a person or organization that is important to them. A person will use the perspective of a person who is very important to them as a point of reference when deciding whether or not to engage in a particular action, and they will behave in a particular way dependent on how much social pressure they feel they are under (Ajzen, 1991).

A person's social norms are essential to generating personal/pro-social interest for specific actions—a particular manner determined by perception. According to Ajzen, an individual's sense of social pressure concerning the performance of particular activities can be inferred from their adherence to a society's social standards. This social pressure stems mainly from other people's opinions about actions and their importance. In line with this description, social norms in this study refer to convention delegates' perceptions of social pressure from those closest to them (e.g., co-workers, colleagues, family, and friends). The concept of social norms and attitudes is widely used as a significant component of sociopsychological theories that explain the formation of one's intentions and behavior of approval/disapproval of others for such actions. Thus, Steg and Vlek describe social norms as "the degree to which a behavior should be generally approved or disapproved of" (Han *et al.*, 2019).

Several studies in the current literature on consumer behavior suggest that customers are more likely to engage under intense social pressure. The idea that social norms have a positive influence on behavioral intentions has also been demonstrated in a variety of pro-environmental contexts, such as the consumption of environmentally friendly products and services, the separation and recycling of waste, the conservation of energy and water, and the utilization of public transportation (Han *et al.*, 2019). Research conducted by Hu *et al.* (2018) and Liu *et al.* (2020) shows that when tourists want to engage in more responsible environmental behavior, the more likely that behavior will be expressed. At the same time, Thøgersen exhibited a significant positive correlation between perceived social norms and environmental consciousness and action (Thøgersen, 2006). Previous studies have also found a positive impact of subjective norms on tourists' intention to buy environmentally friendly products.

The influence of the perceived behavioral control variable on the intention has a path coefficient of 0.198 and a p-value of 0.001; it is said to be significant because $0.001 < 0.05$ (significance level 5%), so the hypothesis is accepted. The positive path coefficient (0.198) means that the better perceived behavioral control, the higher the intention of tourists to be responsible for the environment. The results of this study align with research conducted by Chen and Tung (2014), who found that perceived behavioral control plays an essential role in shaping behavioral intentions. Perceived behavioral control refers to the individual's self-efficacy compared to the difficulties encountered. Perceived behavioral control is also believed to reflect experiences that result in personal predictions of difficulty and possible barriers to behavior (Ajzen, 1991). Perceived behavioral control influences behavior by motivating behavioral intentions and predicting behavior. In addition, one's sense of power and self-confidence play a role in how much behavioral control one believes they have. According to the findings, there is a statistically significant and favorable impact of perceived behavioral control on environmentally responsible consumption behavior (Wang *et al.*, 2014). These results are also in line with research from C. Wang *et al.* (2019).

The influence of the tourist intention/intention variable on green behavior has a path coefficient of 0.716 and a p-value < 0.001 , and it is said to be significant because $0.001 < 0.05$ (significance level 5%), so the hypothesis is accepted. The positive path coefficient (0.716) means that the higher the tourist's intention to be responsible for the environment, the better the environmentally responsible behavior. This study's results align with Ibnou-Laaroussi *et al.* (2020). They mentioned that the Theory of Planned Behavior (TPB) found that perceived behavioral control, subjective norms, subjective norms, and attitudes could be used in predicting behavioral intentions. Environmentally responsible tourism behavior is the reaction of individuals or groups who carry out tourism activities to protect the environment and promote the sustainability of natural resources. Thus, the behavior is the actions and decisions of tourists to reduce or avoid environmental damage, preserve the environment, and address environmental problems in their activities Ibnou-Laaroussi *et al.*, (2020). Theory of Planned Behavior (TPB) found that perceived behavioral control, subjective norms, and attitudes can predict behavioral intentions (Ibnou-Laaroussi *et al.*, 2020). For example, environmentally responsible tourism behavior is the reaction of individuals or groups who carry out tourism activities to protect the environment and promote the sustainability of natural resources.

Green behaviors include water conservation, energy conservation, recycling, trash reduction, and avoiding single-use products. Those who believe in the importance of green behavior are more inclined to incorporate it into

their daily life and modify their consumption patterns to safeguard the environment. Meanwhile, someone who hardly practices eco-friendly behavior at home/office often believes that various problems related to environmental degradation are resolved on their own. Therefore, they hardly consume eco-friendly (Han *et al.*, 2019). Thus, the behavior is the actions and decisions of tourists to reduce or avoid environmental damage, preserve the environment, and address environmental problems in their activities (Ibnou-Laaroussi *et al.*, 2020). The effect of green behavior on a green lifestyle has a path coefficient of 0.315 and p-value <0.001, and it is said to be significant because $0.001 < 0.05$ (significance level 5%), so the hypothesis is accepted. The positive path coefficient (0.315) means that the better the behavior responsible for the environment, the higher the green lifestyle. This study's results align with research conducted by Genoveva & Syahrivar (2020), which states that individuals with a high intention of green behavior will be more inclined toward a green lifestyle.

A green lifestyle involves environmentally friendly consumption and habits (Florenthal & Arling, 2011). The green lifestyle is seen in purchasing environmentally friendly products and includes active involvement in environmentally friendly events. Individuals with a high intention of green behavior will be more inclined toward a green lifestyle (Genoveva & Syahrivar, (2020). A lifestyle that comprises acts that try to limit or eliminate the adverse consequences of our conduct on the environment is referred to as a "green lifestyle," it is described as such by the term "green lifestyle." Therefore, this entails using renewable energy sources and purchasing products that are beneficial to the environment (Chwialkowska, 2019). A green lifestyle also involves environmentally friendly consumption and habits. According to Lorenzen, a green lifestyle is a lifestyle that involves careful consideration of the adverse effects of one's daily activities on the environment and meaningful narratives that guide the process. In line with Ajzen's Theory of Planned Behavior (TBP), green intentions are assumed to predict green behavior. The higher the consumer's intention toward the green concept, the higher their green behavior in them. So, a positive relationship exists between intentions, green behavior, and a green lifestyle (Genoveva & Syahrivar, 2020).

CONCLUSION

Based on the research results, the Attitude variable has a positive effect on Intentions, which means that the more tourists have a responsible attitude, the higher the intention of tourists to be responsible for the environment. Furthermore, the Subjective Norm variable also has a positive effect on intentions, which means that the more tourists have subjective norms, the higher the tourists' intention to be responsible for the environment. The perceived behavioral control variable positively affects the intention, so the hypothesis is accepted. It means that the better the perceived behavioral control, the higher the tourists' intention to be responsible for the environment. Furthermore, the variable intention/intention of tourists also has a positive effect on green behavior, which indicates that the higher the tourists' intention to be responsible for the environment, the better behavior is responsible for the environment. The last hypothesis also shows the effect of green behavior on a green lifestyle. It means that the better the behavior responsible for the environment, the higher the green lifestyle.

This research has limitations that can provide opportunities for future research development. First, like several previous studies, this research also has yet to be able to predict the actual behavior of green tourists. Second, the theory of planned behavior only identifies personal norms and ignores the influence of social or subjective norms that can significantly influence behavior. Therefore, future research can use a combination of personal and social norms in predicting intentions or behavior. Third, in this study, only 226 respondents collected questionnaires, so it is hoped that future research can increase the number of respondents so that the results can be more generalized. Finally, future research can also examine tourists' motivation to behave in green. That will deepen the findings of previous research.

The practical implication of this research is that it is hoped to raise awareness for the younger generation to be more concerned about environmental sustainability around tourism sites and participate in preserving the environment. Furthermore, managers of tourist places are expected to have a sustainable strategy to maintain the sustainability of tourist places. Furthermore, for the government, it is hoped that it can support tourist places' sustainability. While the theoretical implications of this research are expected to strengthen the theory of green tourism and its relation to sustainability, a sustainable business is a business with an environmentally friendly concept emphasizing environmental conservation aspects for the next generation.

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