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Investigation of The Extent To Which Tourists Behave In Ways To Protect Environmental In The Community-Based Tourism Sector

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ABSTRACT: The study aims to analyse determinant factors influencing environmental responsibility in the tourism sector, especially community-based tourism (tourism villages). It explores the influence of place attachment, place identity and environmental knowledge on tourists' environmental responsibility by using socially responsible behaviour and personal norms as moderating variables. The quantitative research method tested casual hypotheses as unified model data from 210 tourists who visited 3 tourist villages in the Yogyakarta area, namely Bleberan, Pakarsari and Nglinggo. The data was analysed using SEM-LISREL 8. Research findings revealed that place attachment, identity, and environmental knowledge directly influence responsible behaviour. The study also found that destination social responsibility moderates the influence of place dependence on environmental responsibility, but it does not moderate the influence of place identity on environmental responsibility. An interesting finding from this research is that personal norms moderate the influence of environmental knowledge on responsible behaviour. Research findings can contribute to understanding tourists' environmental responsibility by comprehensively using a unified structural model, considering aspects of place attachment and knowledge about the environment as determinants that are strengthened by social responsibility and personal norms that influence responsible tourist behavior.

Keywords: Community-Based Tourism, Place Attachment, Environmental Knowledge, Environmental Responsible

INTRODUCTION

The increasing economic potential of the tourism sector has encouraged tourists to become aware of the detrimental effects of tourism on various tourist destination activities. This issue has received attention from researchers, business actors in the tourism sector, NGOs and the public to investigate the determinant factors that influence responsibility towards the environment. The relevant theory related to environmental responsibility in tourism is Environmentally Responsible Behavior/ERB (Han & Yoon, 2015; Su et al., 2020). In various contexts, ERB is related to individual knowledge and commitment (Cheng et al., 2015) and environmentally friendly behaviour (Gautam, 2020) as well as pro-environmental behavior (Gohary et al., 2022)

Environmentally responsible behavior is reflected in individuals as ecological commitment, concern and knowledge. Tourists with environmentally responsible behavior are conceptualised as a series of actions taken by tourists that promote the sustainable use of resources and reduce or prevent negative impacts on the environment in tourist destinations (Zhang et al., 2019). In the context of community-based tourism, the responsible behaviour of tourists not only has an impact on maintaining the ecosystem but also increases attractiveness and sustainability, such as wise use of natural resources, reducing waste, making tourists aware of the importance of environmental conservation, involving local communities in management, preserving culture. local, developing environmentally friendly infrastructure and protecting flora and fauna. Maintaining a balance between tourist needs and environmental preservation can create a beneficial experience for all stakeholders (Gautam, 2020; Gohary et al., 2022).

The activities of tourists who care about the environment can be traced using place attachment theory, namely a person's attachment to a place. (Su et al., 2020) define place attachment as a system of interrelated attitudes and behaviour of individuals, families, and households that reflects the intimate strength of the individual's ties to the place visited. As stated (Lee & Oh, 2018), Click or tap here to enter text. individuals can be motivated to behave in certain ways because they are driven by attachment to a place. Because tourist destinations are related to a geographic area, The Placement Theory is very relevant for investigating tourists' ties to the tourist destinations they visit.

The placement theory approach is popular and widely used in various research in the tourism domain by experts (Budruk & Phillips. R, 2011; Oh et al., 2012), and it uses two dimensions, namely place dependence and place identity. According to (Kyle et al., 2004), place identity is the identity of a place, such as the cognition, beliefs, perceptions and thoughts of an individual who is invested in a location or the circumstances that encompass it. Meanwhile, place attachment is how good a location or condition includes it among the various alternatives available.

Futhermore, environmental knowledge is a crucial determinant that influences tourists to behave in a certain way to avoid environmental damage triggered by concerns that only look at the economic aspect. When tourists understand environmental issues such as conservation, sustainability and the impact of their activities, they tend to be more aware and act in ways that support environmental conservation. Knowledge of various consumer behaviour research is an important factor influencing a person's behaviour (Andreas & E.M. Salinas, 2028; Laroche et al., 2001). Specifically, (Andreas et al., 2028) stated that consumer knowledge has been proven to affect consumer behaviour. In the tourism context, environmental knowledge will encourage tourists to act responsibly in making decisions regarding tourist destinations that become policy, awareness of local issues (waste reduction), behaviour change, social influence and long-term commitment (repeat visits). Environmental knowledge is crucial in tourism because it helps tourists make better and more environmentally responsible decisions. The higher a person's environmental knowledge, the more likely they are to participate in sustainable practices and support conservation efforts.

Furthermore, it can be stated that ERB can be seen from the Stimulus-Organism-Response (SOR) framework, which is widely used in marketing studies to explore consumer behaviour. Specifically, experts (Hempel & Hamm, 2016) present the S-O-R framework, which is the stimulus is the social and physical environment that a person perceives. An organism is an internal process that cannot be seen directly. The response can be interpreted as a person's attitude and behaviour. In the context of ERB, chronologically, S-O-R by Su et al. (2020) is described as follows (Figure 1):

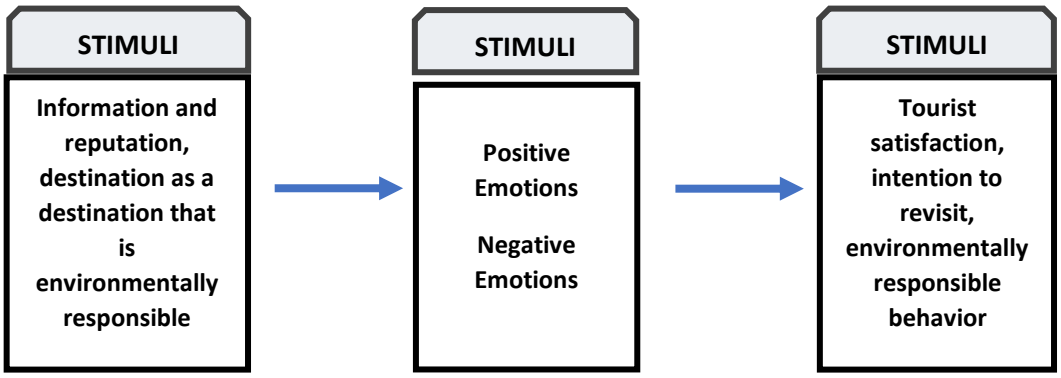

Figure 1. S-O-R Model in the context of ERB. Source: (Su et al., 2020)

In the context of sustainability, destination social responsibility can encourage eco-friendly initiatives by tourists to behave responsibly and support various efforts to preserve the environment. Then, if linked to stakeholders, the theory clearly states the role of stakeholders in shaping destination social responsibility (Liu et al., 2022; Wu et al., 2022). We can state destination social responsibility as an effort made by stakeholders to create a responsible destination whose function is to encourage positive things in protecting the environment.

Interestingly, the utilitarian approach can be used to explain environmentally responsible behaviour. This approach can be used to investigate the extent to which personal norms can strengthen the implementation of responsible behaviour. (Han, 2015) emphasizes that tourists with personal norms responsible for the environment will behave responsibly towards the environment if they have quality tourism knowledge and experience. Personal norms that can encourage environmental knowledge, which impacts responsible behaviour, can be explained in several ways: motivation to learn, internalised values, behaviour consistency, peer influence and long-term commitment, and it can create a cycle of awareness and action.

Therefore, a comprehensive model that integrates determinants related to place attachment (place dependence and place identity), environmental knowledge, and the importance of destination social responsibility and personal norms that can encourage responsible behavior needs to be developed. This research contributes to understanding the complex factors that influence environmentally responsible behavior. The integration of various frameworks will reveal the strength of each factor in influencing tourists' behavior.

The comprehensive model proposed in this research (Figure 2) is to investigate the relationship between place identity and environmental responsibility. Research from (Kyle et al., 2004) shows that tourists with a strong place identity towards a particular tourist destination have more sensitive behavior towards natural sustainability in that tourist destination. This place identity shows strong emotional connectivity with a place. Furthermore, place dependence is influenced by a person's perception of the functional value of a place, for example, relating to climate, workplace, and place of business. Place dependence represents a person's functional relationship with the place visited. Not only is it related to places, but environmental knowledge is indicated to influence aspects of a person's cognition, which can encourage people to behave responsibly. In essence, understanding actions that harm the environment will impact their behaviour. Research in line with (Zhang et al., 2019) also shows that environmental behaviour is vital trigger for ERB tourists, especially related to the tourist destinations visited. Then, research results from (Fenitra et al., 2022) show that someone who knows the environment, if strengthened by strong personal norms, will further increase the value of behaving responsibly toward the environment.

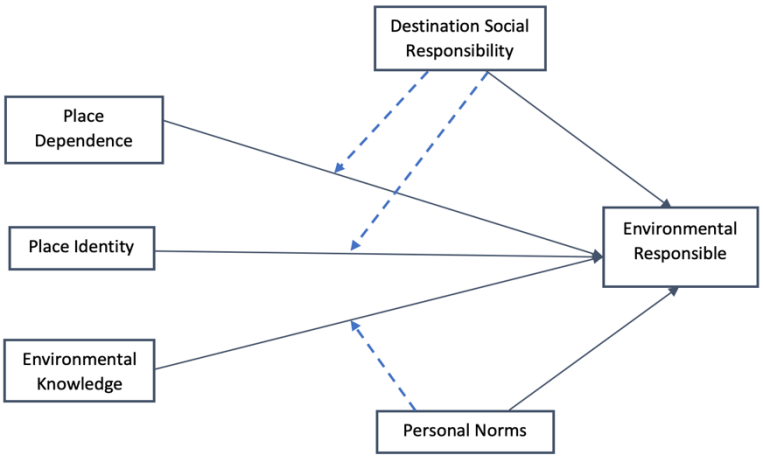

Figure 2. Research Model Propose
Source: (Su et al., 2020)

This study was carried out in 3 tourist villages in the Special Region of Jojakarta (DIJ) which are known for community-based tourism, namely the Pentingsari Tourism Village (Sleman Regency), the Bleberan Tourism Village (Gunung Kidul Regency) and the Nglinggo tourist village (Kulon Progo Regency). These three tourist villages were chosen to produce a complete picture and comprehensive research. Futhermore, selecting the three tourist villages considering environmentally responsible tourism is more appropriate starting from the smallest environment, namely rural development. A tourist village is a rural area that offers authenticity in terms of social culture, customs, daily life, traditional architecture, and the village's spatial structure, which is presented in the form of integration of other tourism components such as attractions, accommodation and supporting facilities. Investigating relevant factors as determinants or predictors of tourists' environmentally responsible behavior will be useful in formulating policies. Accordingly, effective measures can be taken.

METHOD

This research is quantitative research that tests the causal relationship between variables. The study was conducted in the Special Region of Jogjakarta, namely in 3 tourist villages: Bleberan Tourism Village (Gunung Kidul Regency), Penitngsari (Sleman Regency) and Nglinggo Tourist Village (Kulon Progo Regency). The three tourist villages were chosen to produce a complete picture of community-based tourist destinations. The sample was selected non-randomly by requiring respondents to be tourists aged 17 years who visited the 3 tourist villages. Questionnaires are distributed via Google Forms and various platforms. Questionnaires distributed online are considered effective in getting a large number of responses in a short time (Bryman & Bell, 2015). A minimum sample size of 100 respondents is required in the SEM-Lisrel method.

Variable measurement uses a Likert Scale from 1 (strongly disagree) to 5 (strongly agree). Variable measurements were obtained from previous studies. Measures of place dependence and place identity were taken from (Cheng et al., 2013), the environmental knowledge measure was adapted from (Liobikiene & Poškus, 2019), personal norms were measured using measurements developed by (Bronfman et al., 2015) et al. (2015). Finally environmentally responsible behavioral measures were taken from (Liu et al., 2022). The data were analyzed using SEM-Lisrel. This analytical tool provides a realistic method for testing casual models.

RESULT AND DISCUSSION

In the following sections, we present the demographic and behavioural characteristics of the respondents; we proceed with data analysis to examine the measurement and structural models and test hypotheses. Table 1 shows the respondent's profile. The number of respondents who participated in this research was 210 people with details: 90 people (43%) visited the Pentingsari tourist village, 55 (26%) people visited the Bleberan tourist village and 65 people (31%) visited the Nglingo tourist village. Female respondents were 70.5% more than male respondents (29.5%). Most respondents fall into the young category, with 77.43% aged under 35. The educational background of the respondents showed that they were mostly high school graduates or bachelor's degree holders. Monthly income varies from less than 1 million IDR to more than 10 million IDR (or less than 60 USD to more than 600 USD per month). Data about the frequency of their visits revealed an interesting result: most of the respondents were repeat visitors who had visited Yogyakarta more than three times. My favorite places to visit are nature-based and culture-based.

Table 1. Respondent Profile

Description Age in years	**N**	**%**	**Description Monthly Expenditure (IDR)**	**N**	**%**
17-23	136	64.8	< 1 Million	11	5
24-35	61	29.0	1 – 5 Million	39	18.5
36-45	9	4.3	5.1 – 10 Million	96	45.6
46-58	4	1.9	> 10 Million	64	30.9
Gender			**Visit Frequency**		
Male	62	29.5	First time	6	2.9
Female	148	70.5	2 – 3 times	29	13.8
			> 3 times	175	83.3
Educational Background			**Most Like Destination Type**		
High school	72	34.3	Culture-based	54	25.7
Bachelor's degree	110	43.13	Nature-based	130	61.9
Postgraduate	26	12.3	Man -made	26	12.4

Table 2 examines the validity and reliability based on the results of CFA analysis using lisrel. All variables in the table show that each manifest variable's loading factor (λ) value is greater than 0.5. Each manifest variable is declared valid in forming an endogenous construct. Then, the CR (construct reliability) value must be above 0.7, and the VE (variance extracted) must be above 0.5, so it can be concluded that all endogenous constructs have good construct validity and reliability.

Table 2. Results of Validity and Reliability of Research Variables

Latent Variables	**Indicators**	**λ**	**λ²**	**e**	**VE**	**CR**
Destination Social Responsibility	DSR1	0.86	0.74	0.26	0.702	0.921
	DSR2	0.92	0.85	0.16		
	DSR3	0.75	0.56	0.43		
	DSR4	0.91	0.83	0.17		
	DSR5	0.73	0.53	0.47		
Environmental Konowledge	EK1	0.67	0.45	0.29	0.593	0.750
	EK2	0.70	0.49	0.36		

	EK3	0.70	0.49	0.33		
Personal Norms	PN1	0.74	0.55	0.46	0.702	0.903
	PN2	0.82	0.67	0.33		
	PN3	0.89	0.79	0.21		
	PN4	0.90	0.81	0.20		
Place Identification	PI1	0.73	0.53	0.46	0.602	0.857
	PI2	0.83	0.69	0.32		
	PI3	0.70	0.49	0.52		
	PI4	0.84	0.71	0.30		
Place Dependence	PD1	0.74	0.55	0.45	0.641	0.877
	PD2	0.88	0.77	0.23		
	PD3	0.79	0.62	0.38		
	PD4	0.79	0.62	0.38		
Environmental Responsible	ER1	0.86	0.74	0.25	0.648	0.901
	ER2	0.84	0.71	0.30		
	ER3	0.84	0.71	0.30		
	ER4	0.77	0.59	0.40		
	ER5	0.70	0.49	0.51		

Table 3 shows the results of the Goodness of fit test. Of the 8 Goodness of fit indices, 7 criteria pass the test. If one or more parameters fit, the model is declared fit. Thus, it can be concluded that the predicted model's suitability to the observed values meets the requirements. We can conclude that this research's measurement model is classified as fit.

Table 3. Goodness of Fit Model

Goodness of index	***Cut Off Value***	**Estimation Results**	**Evaluation Model**
Chi-Square /(df= 317)	< 359,522	684,87	Good
Probability	> 0,05	0.000	Not Good
CMIN/DF	< 2,00	2,100	Enough
GFI	> 0,90	0,90	Good
RMSEA	≤ 0,08	0,053	Good
AGFI	> 0,90	0,87	Enough
CFI	> 0,90	0,98	Good
NFI	> 0,90	0,97	Good

The results of the analysis of the relationship between each indicator and each variable are shown in the structural equation as follows:

ERB = 0.39*PD + 0.15*PI + 0.21*EK - 0.15*DSR + 0.28*PN + 0.043*PDxDSR + 0.0080*PIxDSR + 0.24*EKxPN, Errorvar.= 0.35,R^2=0,65

(0.051)	**(0.052)**	**(0.055)**	**(0.045)**	**(0.056)**	**(0.010)**	**(0.0077)**	**(0.047)**	**(0.042)**
7.80	**2.81**	**3.93**	**-3.36**	**4.91**	**4.16**	**1.03**	**5.06**	**8.31**

Notes:

1. The Place Dependency regression coefficient value is 0.39, with a positive value. This shows a unidirectional relationship between Place Dependency and Environmental Responsibility, meaning that if Place Dependency increases by one unit, Environmental Responsibility will increase by 0.39, and vice versa.

2. The Place Identity regression coefficient value is 0.15, which is positive. This shows a unidirectional relationship between Place Identity and Environmental Responsibility, meaning that if Place Identification increases by one unit, Environmental Responsibility will increase by 0.15, and vice versa.

3. The Environmental Knowledge regression coefficient value is 0.21 with a positive value. This shows a unidirectional relationship between Environmental Knowledge and Environmental Responsibility, meaning that if Environmental Knowledge increases by one unit, Environmental Responsibility will increase by 0.21, and vice versa.

4. The Destination Social Responsibility regression coefficient is 0.15, with a negative value. This shows a unidirectional relationship between Destination Social Responsibility and Environmental Responsibility, meaning that if Destination Social Responsibility increases by one unit, Environmental Responsibility will decrease by 0.15, and vice versa.

5. The Personal Norms regression coefficient value is 0.28, with a positive value. This shows a unidirectional relationship between Personal Norms and Environmental Responsibility, meaning that if Personal Norms increase by one unit, Environmental Responsibility will increase by 0.28, and vice versa.

6. The Place Dependence regression coefficient value moderated by Destination Social Responsibility is 0.043 with a positive value. This shows that there is a unidirectional relationship between Place Dependence, which is moderated by Destination Social Responsibility and Environmental Responsibility, meaning that if Place Dependence, which Destination Social Responsibility moderates, increases by one unit, Environmental Responsibility will increase by 0.043, and vice versa.

7. The regression coefficient value for Place Identification, which Destination Social Responsibility moderates, is 0.0080 with a positive value. This shows a unidirectional relationship between Place Identification moderated by Destination Social Responsibility and Environmental Responsibility, meaning that if Place Identification moderated by Destination Social Responsibility increases by one unit, Environmental Responsibility will increase by 0.0080, and vice versa.

8. The Environmental Knowledge regression coefficient value moderated by Personal Norms is 0.24 with a positive value. This shows a unidirectional relationship between Environmental Knowledge moderated by Personal Norms and Environmental Responsibility, meaning that if Environmental Knowledge moderated by Personal Norms increases by one unit, Environmental Responsibility will increase by 0.24, and vice versa.

9. The influence of the dependent variable can be shown by the R-square value of 0.65. The Rsquare value of the Environmental Responsible variable is 0.65, which shows that the Place Dependence, Place Identification, and Environmental Knowledge variables can explain 65.0% of environmental responsibility, while Destination Social Responsibility and Personal Norms moderate.

Table 4 presents the results of the hypothesis testing. Place dependence positively affected environmental responsibility (7.80 > 1.96), place identity (2.81 > 1.96), environmental knowledge (3.93 > 1.96), destination social responsibility (3.36 > 1.96), and personal norms (4.91 > 1.96). The moderating effect analysis shows that destination social responsibility influences the place dependence on environmental responsibility (4.16 > 1.96). However, the moderating effects of destination social responsibility influence the place identity on environmental responsibility did not provide empirical support (not significant) (1.03 <1.96). The moderating effect analysis shows that personal norms influence environmental knowledge on environmental responsibility (5.06> 1.96).

Table 4. Hypothesis Test Results

			t-count	t-table	Lable
Place Dependence	→	Environmental Responsible	7,80	1.96	Significant
Place Identity	→	Environmental Responsible	2,81	1.96	Significant
Environmental Knowledge	→	Environmental Responsible	3,93	1.96	Significant
Destination Social Responsibility	→	Environmental Responsible	3,36	1.96	Significant
Personal Norms	→	Environmental Responsible	4,91	1.96	Significant
Destination Social Responsibility*Place Dependence	→	Environmental Responsible	4,16	1.96	Significant
Destination Social Responsibility*Place identification	→	Environmental Responsible	1,03	1.96	Unsignificant
Personal Norms*Environmental Knowledge	→	Environmental Responsible	5,06	1.96	Significant

This research shows that the integration of place dependence and place identity can explain environmental responsibility. The results of this research are strengthened by research findings which show that returning tourists visit tourist villages more than twice. This research also supports the findings of (Lee & Oh, 2018), who stated that place dependence and place identity directly and positively affect environmental responsibility. Therefore, functional and emotional relationships between tourists and destinations influence their behavior. This also leads to another plausible explanation that tourists can behave differently at different destinations depending on their attachment to the destination. The place dependence is functional. More emotional place identity. Place identity can be equated with loyalty in the marketing literature (Kotler & Keller, 2016).

Furthermore, the results of this research also prove that environmental knowledge influences responsible behavior. This finding aligns with the research results of Zhang et al. (2019), which can prove that environmental behavior is a vital trigger for ERB tourists, especially related to the tourist destinations visited.

Furthermore, the results of this research also support the Aspect of sustainability, as shown by the finding that destination social responsibility strongly influences responsible behaviour. These findings show that destination social responsibility can encourage eco-friendly initiatives by tourists to behave responsibly and support various efforts to preserve the environment. The findings of this research also emphasize the importance of the role of stakeholders in shaping destination social responsibility (Liu et al., 2022)

Our empirical research confirms destination social responsibility can strengthen the influence of place dependence on behavioral responsibility. These findings indicate that destination social responsibility can stimulate tourists to behave accordingly, strengthening the influence of place dependence on environmental responsibility. However, we failed to gain support for the idea that destination social responsibility is a moderating variable that influences place identity and responsible behaviour. These findings indicate that social responsibility in the tourism context is not strong enough to encourage emotional place attachment that can encourage environmentally responsible behaviour.

The results of this research also provide evidence of empirical support based on the fact that personal norms play an important role in the formation of environmental knowledge of environmentally responsible behaviour. As the results of previous research show, personal norms that contain moral obligations play an important role in the formation of environmentally responsible behaviour, which is supported by aspects of tourists' adequate knowledge of the tourist destinations they visit. The research aligns with the results from Fenitra et al., 2022 someone who knows the environment, if strengthened by strong personal norms, will further increase the value of behaving responsibly towards the environment.

CONCLUSION

Based on the empirical findings, several conclusions can be drawn from the study. Firstly, place dependence, place identity and environmental knowledge positively influence environmental responsibility. Both desination of social responsibility and personal norms also positively influence environmental responsibility. Thirdly, regarding moderating effects of destination social responsibility, the findings show that destination social responsibility strengthens the influence of place dependence on environmental responsibility. However, destination social responsibility does not moderate the influence of place identity on environmental responsibility. Another moderating variable of personal norms, the finding shows that personal norms can strengthen the influence of environmental knowledge on environmental responsibility.

Furthermore, this study produces important insights into policymakers and destination management organizations. The results show that place dependence, place identity, and environmental knowledge are three important factors in determining tourists' responsible behaviour. Therefore, interventions to strengthen moral obligations must be carried out systematically, accompanied by strengthening educational aspects that can increase tourists' knowledge of the importance of preserving the environment.

These findings reinforce the importance of encouraging empathy and social responsibility and the fact that the sustainability of tourist destinations depends on stakeholders' commitment to mutually supporting responsible behaviour towards the environment. Although the findings of this research show that destination social responsibility is not strong enough to encourage the influence of cultural identity on responsible behaviour, destination social responsibility can strengthen the influence of place dependence on environmental responsibility. Institutionalising destination social responsibility by involving all stakeholders will sustainably ensure the development of destination social responsibility.

It is hoped that integrating various theories used in this research can provide a fresh perspective in understanding the factors that form environmental responsibility. However, this study has several limitations that can be used as a reference for future research. This research does not consider the behavioral profile of tourists. We should consider the frequency of visits as an important factor that shapes tourist behavior. Future research needs to consider encouraging the younger generation to understand the importance of environmentally responsible behavior when visiting a tourist destination because it will impact sustainability concerns. Encouraging the younger generation to behave environmentally responsibly can contribute to the promotion of pro-environmental behaviour in tourism. The destination type and tourist education should also be considered to influence responsible tourist behavior.

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