

Antecedents and Consequence of Environmental Attitude: A study of Intention to Visit Sustainable Tourism Destination

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Abstract. This study looks at factors that influence people's environmental attitudes that lead to their intention to visit sustainable tourism destinations. The research design method used is using hypothesis testing with a research strategy using survey research with a sampling method using a questionnaire. A total of 340 respondents were selected using a targeted sampling method. The data was analyzed using a structural equation model. The results show that nature's enjoyment, environmental identity, and image of destinations based on nature has a positive influence with environmental attitudes, and that environmental attitude also have a positive impact with intentions to visit destinations for sustainable tourism. However, for the environmental concern does not affect environmental attitude. Future studies may not only add other variables to develop better research models, but also add respondents to increase the generalizability of the results. The results obtained provide a guide for sustainable tourism policy makers and operators in designing ads that enhance people's attitudes towards the environment. This study provides a conceptual framework for understanding people's behavior related to sustainable tourism.

Keywords: enjoyment of nature, environmental identity, environmental attitude, intention to visit sustainable tourism destination.

1. Introduction

Facing the post-pandemic era, Indonesia's tourism sector has begun to improve and the government through the Tourism and Creative Economy Ministry has accelerated the recovery of tourism after the COVID-19 pandemic. As part of tourism recreation, the Ministry of Tourism and Creative Economy has declared sustainable tourism as a goal to be achieved after Indonesia enters the new normal phase. The government will make the main target in the concept of sustainable tourism is domestic tourists. However, based on domestic tourist statistics, domestic tourist interest in sustainable tourism destinations is only 5.45% where this figure still shows very low interest, so that the Ministry of Tourism and Creative Economy needs to carry out special marketing strategies to change behavior and increase the interest of domestic tourists which leads to the concept of sustainable tourism.

Discussing consumer behavior states that to attract interest in the latest concept of a marketing object is to look at the attitude of the existing target market. The states that attitude is one of three important components that can change a person's behavior and interests, which in this case is a change in behavior related to tourist interest in sustainable tourism activities. Research conducted by that there are several antecedent factors that encourage in creating attitudes towards environmental-based tourism activities (environmental attitude) in a tourist are concern for the environment (environmental concern) and the image of natural destinations (nature based destination image). The stated in their research that the awareness of an individual about the importance of preserving the environment and conserving natural assets is referred to as environmental concern, in this case tourists who carry out sustainable tourism activities. The stated that environmental awareness is able to encourage and create tourist tendencies and attitudes which include appreciation, participation and a sense of sensitivity to the environment (environmental attitude). Stated that stating that the nature destination image will create a distinct emotional feeling towards natural destinations, so that it will affect environmental attitudes. In addition, the factor of the way an individual enjoys everything that exists in nature (enjoyment of nature) can affect individual attitudes and behavior towards the environment [16]. Apart from the three factors mentioned above, in another factor that can affect environmental attitude is environmental identity. Viraiyan states in his research that environmental identity is social status and how a person views himself in relation to interactions with environmental conditions. Viraiyan states that when a person has his own reflection and character towards the point of view of the environment, it will affect their attitudes and behavior towards environmental sustainability.

In terms of relation to a person's interest, that the consequence of an attitude is to generate a person's interest in an object, which in this case is an interest in visiting sustainable tourism destinations (intention to visit). Viraiyan states that environmental attitude will affect a person's interest in visiting sustainable tourist destinations (intention to visit), where when someone has a high attitude and tendency towards sustainable tourism activities, it will encourage that person's interest to visit the sustainable destination.

After knowing the factors mentioned above, of course, a research research can be done on how these factors influence a person's attitudes and interests to carry out tourism activities based on sustainable tourism, which in this case are domestic tourists. The study of the mentioned factors will later be able to read the direction of the behavior of domestic tourists towards tourism activities based on sustainable tourism. By knowing the direction of the behavior of domestic tourists towards sustainable tourism-based tourism activities, the Ministry of Tourism and Creative Economy is able to determine specific marketing strategies to encourage and increase the attitudes and interests of domestic tourists towards sustainable tourism-based tourism activities, so that the main goal of the Ministry of Tourism and Creative Economy is to accelerate the recovery of the sector. tourism due to the impact of the covid-19 pandemic by using the concept of sustainable tourism based on sustainable tourism will be achieved and right on target for domestic tourists. Therefore, this study will examine the antecedents and consequences of the environmental attitude of sustainable tourism destinations.

2. Literature Review

The literature review in this study uses several studies that examine the influence of antecedents and consequences of environmental attitudes. These studies were conducted regarding the effect of environmental concern and nature based destination image on environmental attitude, [34] regarding enjoyment of nature on environmental attitude, regarding the influence of environmental identity on environmental attitude and Pham regarding the consequences of environmental attitude in this case on the intention to visit sustainable tourism.

But from the previous research above, no one has done research on the situation of the tourist market in Indonesia so that the results of the literature review of the research above have not been able to conclude regarding the condition of the target market for domestic tourists in Indonesia related to sustainable tourism destinations in Indonesia.

Intention To Visit

A person's interest or intention is all the impulses that are directly involved and encourage changes to a person's behavior [18]. In the theory of planned behavior, behavior based on a strong intention will result in a different level of behavior from the actual behavior.

In the context of intention towards sustainable tourism destinations, that intention is the intention of tourists to visit nature-based tourism activities and focus on the preservation of nature by considering various factors that influence it. [11] define intention as an intention that arises from someone which is reflected through someone's participation in nature-based tourism activities that can lead to a person's attitude and involvement in nature conservation and environmental sustainability.

Environmental Concern

Environmental concern is an individual's awareness of the importance of preserving the environment and conserving nature, where this awareness will lead to a sense of responsibility towards the environment [10].

[14] revealed that the attitude of responsible behavior towards the environment (environmental concern) is influenced by attention and concern for everything that can damage the natural environment. Therefore, someone who has awareness and concern for the importance of the environment, will lead to a responsible attitude and preserve and protect the natural environment. From some of the descriptions above, the hypothesis is:

H1: Environmental concern positively affects environmental attitude.

Enjoyment Of Nature

Enjoyment of nature is the way a person enjoys the environment and gives value to it as well as an open attitude towards nature and enjoys everything that is in nature [16].

[34] states that when an individual enjoys the nature they visit, they will indirectly connect feeling and form an affective process on the individual's behavior towards the nature visited.

[34] states that enjoying nature with a feeling of being connected to nature will form an attitude to care more about the environment, this is because when an individual feels that he or she enjoys the nature that is visited, it will indirectly express feelings and affective attitudes that are connected with nature, so that this will form positive attitudes and behavior towards the state of the environment. Based on the description above, the hypothesis is :

H2: Enjoyment of nature positively affects environmental attitude.

Environmental Identity

The concept of self-identity towards the environment or environmental identity, according to Viraiyan is the social status of a person in relation to how an individual interacts with nature. [7], states that environmental identity is the way a person forms his self-concept in creating his relationship with the environment and nature by referring to personal, emotional, and knowledge experiences, where these will affect the person's perception and behavior. In the research it shows that environmental identity affects environmental attitude. Hinds and Sparks state that the more a person has a strong self-identity towards the environment, the more positive attitudes towards tourism activities based on nature and environmental sustainability will emerge. Based on the description above, the hypothesis is :

H3: Environmental identity positively affects environmental attitude.

Nature Based Target Image

The nature images based on place is a concept that describes a person's perspective that is primarily influenced by their impressions, feelings, and opinions about nature-based target objects. According to this nature-based image of a destination is a perception and impression derived from an individual assessment of the overall reality of a natural destination object, resulting from existing knowledge. Images of nature-based tourist destinations represent human emotions and emotional reactions to natural tourist destinations. A positive image of a destination is a direct precursor to the attitude of tourists and influences tourists' interest in travel [10]. A hypothesis can be made based on the above explanation :

H4: Nature based destination image positively influences environmental attitude

Environmental Attitude

Lian et al stated that attitude is a reflection of the feeling possessed by individuals as the basis for determining behavior.

Nguyen & Phong define environmental attitude as an attitude tendency that comes from deep personal psychology which includes appreciation, participation and sensitivity to the environment, which is channeled through sustainable tourism-based tourism activities [11] stated that the intention of sustainable tourism refers to the intention of tourists to participate in nature-based tourism activities, as a reflection of the positive attitude of tourists towards these nature-based tourism activities. Based on the description above, the hypothesis is :

H5: Environmental attitude positively affects intention to visit

3. Conceptual Framework

Based on the description of the results of previous studies by Viraiyan, [18], Nguyen & Phong, Pham et al and [34] who examined the influence of several variables consisting of environmental concern, enjoyment of nature, environmental identity and nature based destination image on the environmental attitude and how the influence of the environmental attitude on the intention to visit is in accordance with the conceptual framework in Figure 1.

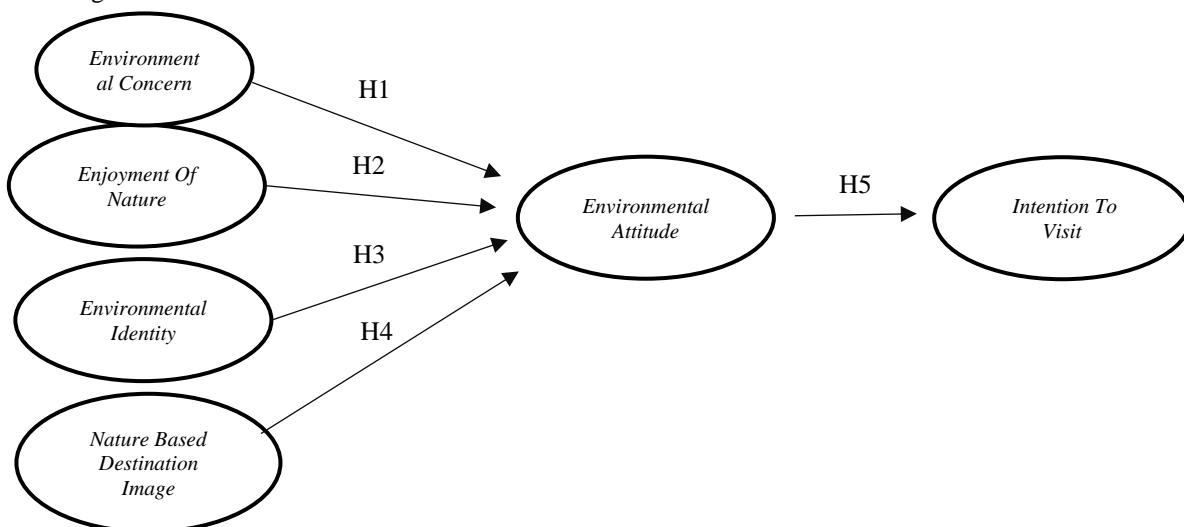


Figure 1. Research Model Source

4 Research Method

The research design is hypothesis testing, which generally has the aim of describing or describing the characteristics of certain relationships between differences in two or more factors in a situation. The sampling design of this research is non-probability, that is, each population is not given the same opportunity by using purposive sampling, which means that the respondent's criteria are determined before collecting questionnaire data from respondents. The extent of researcher interference used is minimal, which means that the study carried out is a study that runs naturally or naturally, there is no intervention from the researcher and does not conduct experiments. The study setting is non-contrived because the research environment is natural and really describes the actual conditions. The unit of analysis is the individual. The time horizon in this study is one-shot or cross-sectional, because the data is collected in one particular time

Data Collection And Sampling

This research uses 6 factors, namely environmental concern, enjoyment of nature, environmental identity, nature based destination image, environmental attitude and intention. This study uses statement items as a measuring tool for the variables above and uses a Likert scale technique of 1 to 5 for its measurement, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Moderately Agree, 4 = Agree and 5 = Strongly Agree. The data used in this study is primary data, where the data is obtained directly by the researcher without going through an intermediary. In the collection technique, researchers use google forms digitally, where the data is questionnaire data containing statements from indicators of research variables. The method for collecting samples carried out by researchers is non-probability sampling, which is a procedure which means that all respondents cannot be given the same opportunity. The withdrawal technique carried out by the researcher is purposive sampling, namely the sample technique by setting the previous criteria for the sample studied. The population that can be used as a sample is tourists who have visited 1 of 6 sustainable tourism destinations that have been determined by researchers in the last 2 years. The number of samples required by researchers is 5 to 10 times the number of indicators [8] where the total indicator is 34.

The questionnaires were answered via google form in digital form with the total 340 respondents and all answers from respondents were usable and feasible for analysis. In this study, the characteristics of the respondents included gender, age, marital status, occupation, and income. In addition, regarding how respondents visit sustainable tourism destinations, there are 3 questions asked, namely regarding the frequency of travel each year, the costs incurred in making these tours and sustainable tourist destinations that have been visited. The characteristic of respondents show in table 1.

Table 1. Characteristics of Respondents

No.	Demographic Characteristics		Total	Percentage
1.	Gender	Man	175	51,47%
		Woman	165	48,53%
2.	Age	21 – 30	164	48,23%
		31 – 40	127	37,35%
		41 – 50	25	7,35%
		>50	24	7,05%
3.	Marital Status	Married	181	53,23%
		Not Married	159	46,76%

4.	Work	Private sector employee	168	49,41%
		Businessman	45	13,24%
		Government employees	35	10,29%
		Professional	24	7,06%
		Student	49	14,41%
		Housewife	12	3,53%
		Other	7	2,06%
5.	Income	3.000.000 – 5.000.000	72	21,18%
		5.000.001 – 7.500.000	109	32,06%
		7.500.001 – 10.000.000	76	22,35%
		10.000.001 – 15.000.000	35	10,29%
		>15.000.000	48	14,12%
6.	Frequency of Traveling Tourist Destinations	< 2	84	24,71%
		2 – 4	176	51,76%
		4 – 6	59	17,35%
		> 6	21	6,18%
7	Costs incurred in one trip	< 5.000.000	121	35,59%
		5.000.000 - 10.000.000	160	47,06%
		> 10.000.000	59	17,35%
8	Locations of Sustainable Tourism Destinations Visited	Taman Nasional Komodo, Labuan Bajo	60	17,64%
		Taman Nasional Ujung Kulon Banten	70	20,58%
		Desa Penglipuran, Bali	60	17,64%

		Gunung Api Purba Nglanggeran	80	23,52%
		Taman Nasional Tanjung Putting, Kalimantan Tengah	20	5,88%
		Desa Pemuteran, Bali	50	14,70%

Data Testing And Analysis Method

In this study, the data testing method used was the validity and reliability test. In testing the validity of an instrument, the value that comes out in the confirmatory factor analysis by looking at the value of the factor loading. Based on [8] the research instrument with a total number of 340 respondents can be said to be valid if the minimum factor loading value is 0.30 and for the reliability test Sekaran and Bougie state that a research indicator construct value can be said to be reliable if the minimum Cronbach's alpha value must be at 0.60. The method used in conducting data analysis in this study is the method of statistical analysis of the Structural Equation Model (SEM) using AMOS software. Sekaran and Bougie state that this method can predict changes in dependent variables that are associated with changes that occur in independent variables

Table 2. Standardized Loading & Cronbach's

Item Indicator	Factor Loading	Cronbach Alfa	Conclusion
Environmental Concern		0.641	Valid & Reliable
When humans destroy nature, natural disasters often occur.	0.641		
Humans often abuse nature	0.648		
Nature is easily out of balance	0.558		
Enjoyment Of Nature		0.779	Valid & Reliable
Sometimes when I'm not happy, I find comfort in the outdoors	0.628		
Being in nature is a great stress reliever for me.	0.718		
I like to spend time outdoors	0.707		
I get a peaceful feeling in the silence of nature	0.695		
Spending time in nature is delight	0.486		

Nature Based Destination Image			
In this tourist destination that I have visited, the existing ecological system is well maintained and correct. (ecology: the inseparable interaction between plants/animals and the environment).	0.539	0.767	Valid & Reliable
In this tourist destination that I have visited, there is an area for ecological conservation	0.497		
In tourist destinations that I have visited, there are natural and cultural attractions	0.665		
The tourist destinations that I have visited are very pleasant	0.709		
The tourist destinations that I have visited are very interesting	0.759		
Environmental Identity			
I am motivated to actively preserve the natural environment.	0.747	0.903	Valid & Reliable
I feel connected to the natural environment	0.694		
I really care about the natural environment	0.686		
I really protect the natural environment	0.736		
I believe that I can protect the natural environment.	0.685		
I am very passionate about protecting the natural environment	0.694		
I have great respect for the natural environment.	0.629		
I feel with the natural environment because I live by utilizing natural resources.	0.680		
I am interested in advocating the community about the need to protect the natural environment	0.625		
I want the natural environment	0.701		

I hope the natural environment is maintained.	0.606		
Environmental Attitude			
I will feel very sad if local culture in Indonesia loses some of its originality due to tourism development	0.411	0.669	Valid & Reliable
In my opinion, it is very important to protect the environment	0.553		
In my opinion, it is very important to conserve natural resources	0.511		
I care about environmental conditions for the long term	0.533		
I care to reduce environmental damage	0.663		
Intention To Visit			
I will choose sustainable tourism destinations in my tourism activities	0.828	0.780	Valid & Reliable
I intend to visit sustainable tourism destinations in the future.	0.691		
I definitely choose a sustainable tourism destination as a tourist destination.	0.696		
I think that the concept of a sustainable tourism destination is good for the destination, local people and tourists.	0.565		

5 Result and Discussion

In this study, there are five hypotheses related to previous studies conducted by Pham, [34], Viraiyan , Nguyen, and [18]. The margin of error is 5% ($\alpha = 0.05$) and is based on the following decisions :

- If the p-value is 0.05, H_0 is rejected. This means that the two variables have a big impact. The conclusions drawn support the decision hypothesis.
- If the p-value is > 0.05 , H_0 is accepted. This means that there is no significant effect of the two variables. Conclusions drawn and hypothesis decisions are rejected.

Table 3. Hypothesis Testing Results

Hypothesis	Estimate	P- Value	Decision
H1: Environmental concern positively affects environmental attitude.	0.041	0.241	H1 is not supported
H2: Enjoyment of nature positively affects environmental attitude.	0.272	0.006	H2 supported
H3 : Environmental identity positively affects environmental attitude	0.499	0.000	H3 supported
H4 : Nature based destination image positively influences environmental attitude	0.122	0.039	H4 supported
H5: Environmental attitude positively affects intention to visit	0.745	0.000	H5 supported

As can be seen from Table 3 of the hypothesis test results below, the estimated value of the first hypothesis is 0.041 and the p-value is $0.241 \geq 0.05$, indicating that the hypothesis is not supported (H_0 is accepted), therefore, it can be said that environmental consciousness does not have a positive effect on environmental consciousness. The estimate for the second hypothesis is 0.272 and the p-value is $0.006 \leq 0.05$, indicating that the hypothesis is supported (H_0 is rejected). From this, we can conclude that enjoying nature has a positive impact on our attitude toward the environment. The estimate for the third hypothesis is 0.499 and the p-value is $0.000 \leq 0.05$, indicating that the hypothesis is supported (H_0 is rejected). From this, we can conclude that environmental identity has a positive impact on environmental attitudes. The estimate for the fourth hypothesis is 0.122 and the p-value is $0.039 \leq 0.05$, indicating that the hypothesis is supported (H_0 is rejected). Therefore, we can conclude that the image of nature-related destinations has a positive impact on our attitude toward the environment. The estimate for the fifth hypothesis is 0.745 and the p-value is $0.000 \leq 0.05$, indicating that the hypothesis is supported (H_0 is rejected). From this, we can conclude that attitudes toward the environment have a positive effect on the intention to visit.

Based on the results of testing hypothesis, it can be concluded that environmental concern does not have a positive effect on environmental attitudes. Individuals who have an awareness that natural destruction will cause natural disasters, bad abuse of nature and the balance of nature that is easily disturbed do not directly make the individual have a direct attitude to connect with the environment or environmental attitude. This result is also in line with the research of Su et al and [1], where the study states that individuals who emphasize environmental awareness and concern do not necessarily tend to express attitudes to evaluate and connect with the environment.

Enjoyment of nature has a positive effect on environmental attitude. These results support research conducted by [34], that when individuals feel comfortable while in nature, feel that being in nature is a stress reliever, enjoy time spending time in nature, get a peaceful feeling in the silence of nature and feel happy spending time in nature. time in nature, the higher the attitude towards the environment that makes an individual able to identify all the risks caused by behavior towards the environment.

The results of the research also show that there is a positive impact of environmental identity on environmental attitude. The results of this study support research done by Viraiyan, where the results of this study indicate that the more an individual is actively encouraged to preserve nature, feels connected to the natural environment, cares about the natural environment, feels protecting the natural environment, feels confident that he can protect the natural environment. , passionate about natural protection efforts, highly respects the natural environment, feels bound to the natural environment as a result of the use of natural resources, feels interested in advocating for the community about the need to protect the natural environment, feels like to preserve the natural environment and wants the natural environment to be preserved, then the attitude of the individual in determining behavior towards the environment will be even greater.

This study also shows that there is a positive influence of nature image based destination on environmental attitude, which means when an individual has a good impression of a tourist destination he has visited with the ecological system well maintained, there is ecological conservation, tourist destinations that have natural and cultural attractions and have an attractive and pleasant impression of these tourist destinations, the greater their sensitivity to the environment. This relationship model has the same result with Nguyen.

Another result shows that there is a positive influence of environmental attitude on intention to visit. These results indicate that the more an individual feels that tourism development will eliminate the originality of local culture, feels very important for environmental protection and preservation of natural resources, cares for long-term environmental conditions and cares about reducing environmental damage, the greater the individual's intentions and interests will be to visit sustainable tourism destinations. This result is related with [18] research.

6 Conclusions, Implications & Limitations

The results of the study indicate that environmental concern does not have a positive effect on environmental attitudes, where this result is different from the research conducted by Nguyen and Phong. Individuals who have an awareness that natural destruction will cause natural disasters, bad abuse of nature and the balance of nature that is easily disturbed do not directly make the individual have a direct attitude to connect with the environment or environmental attitude. Other results also show that enjoyment of nature has a positive effect on environmental attitude. Individuals who feel comfortable when being in nature, feel that being in nature is a stress reliever, enjoy spending time in nature, get a peaceful feeling in the silence of nature and feel happy spending time in nature, the higher the attitude towards the environment that makes them feel good. An individual is able to identify all the risks caused by behavior to the environment. Then another influence test shows that there is a positive influence of environmental identity on environmental attitude, where the results of this study indicate that the more an individual is actively encouraged to preserve nature, feels connected to the natural environment, cares about the natural environment, feels protecting the natural environment, feels confident that he can protect the natural environment, protect the natural environment, passionate about efforts to protect nature, highly respect the natural environment, feel bound to the natural environment as a result of the use of natural resources, feel interested in advocating for the community about the need to protect the natural environment, feel like preserving the natural environment and want a protected natural environment, then the individual's attitude in determining behavior towards the environment will be even greater. This study also shows that there is a positive influence of nature based destination image on environmental attitude, which means when an individual has a good impression of a tourist destination he has visited with a well-maintained ecological system, there is ecological conservation, tourist destinations that have natural and cultural attractions. and have an attractive and pleasant impression of the tourist destination, the greater their sensitivity to the environment will be. This study examines the effect of environmental attitude on intention to visit. The results of this study also show that there is a positive influence of environmental attitude on intention to visit. These results indicate that the more an individual feels that tourism development will eliminate the originality of local culture, feels very important for environmental protection and preservation of natural resources, cares for long-term environmental conditions and cares about reducing environmental damage, the greater the individual's intentions and interests will be to visit sustainable tourism destinations.

The understanding of attitudinal factor for environmental for sustainable tourism, such as enjoyment of nature, nature based destination image and environmental identity are necessary to form the environmental attitude and that attitude could drive the intention visit for sustainable destination tourism. For the managerial implications, the government should improve supporting infrastructure, facilities and other matters related to ecological support, nature conservation facilities, natural and cultural attractions to create a positive sense of natural enjoyment, a good nature-based destination image and a sense of connection with the environment for each individual for natural tourism. they visit, so that it can encourage attitudes to protect and preserve the environment and can encourage visitors to choose the next destination to become a sustainable tourist destination and the government needs to establish a nature conservation policy for natural conditions that have experienced exploitation, not only in planting into green land, but by take advantage of the landscape that is formed into a sustainable tourist destination. In addition, the government needs to carry out Online Campaigns and Promotions Through Content Creators Regarding Sustainable Tourism Destinations

This research has some limitations, so there are several opportunities for future researchers. It is suggested taking a bigger sample, this is expected to be able to provide a more complete picture of the condition of the population related to attitudes and interests towards sustainable destinations in Indonesia. Future researchers, should be studied related to other variables, in this case related to variables related to environmental attitudes and intentions of sustainable tourism destinations in Indonesia.

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