

Original Article

The Influence of Behavior, Subjective Norms, and Tourist Perceptions on Interest in Visiting Tourist Attractions in Indonesia Based on a Green Business Perspective

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Abstract: Environmental friendliness and sustainability are becoming more and more crucial to the growth of the tourism sector. This study examines how tourists' views, behavior, and subjective standards affect their desire to visit Indonesian tourist destinations while taking green business considerations into account. Tourist interest in visiting tourist areas will increase with the use of sustainable business and environmental care concepts.

Keywords: Sustainable Tourism, Green Business, Tourist Behavior, Subjective Norms, Tourist Perceptions.

I. INTRODUCTION

The tourism industry in Indonesia has been expanding at an astounding rate, but sustainability and environmental problems have gained attention. As a result, the idea of "green business" is crucial to understanding how tourism should be conducted in an environmentally responsible manner. Therefore, this study will have to investigate how visitor behavior, subjective norms, and perceptions affect interest in visiting Indonesia's tourist destinations, with a focus on the green business standpoint.

A) Theoretical Background

Green tourism business techniques try to minimize negative environmental effects while enhancing positive social and economic effects on nearby communities. Thus, this is in line with the tenets of sustainable tourism, which include community involvement, responsible consumption, and conservation. It is important to comprehend the elements that affect travelers' desire to visit eco-friendly destinations in order to develop efficient marketing campaigns for sustainable travel.

B) Behavioral Influence

Their behaviors, especially, relate to the travel decisions made by tourists in light of environmental attitudes and practices. According to the Theory of Planned Behavior, attitudes, subjective norms, and perceived behavioral control behavior. In green tourism, pro-environmental behaviors oriented towards waste reduction, energy conservation, and support for eco-friendly practices can enhance the interest of tourists towards visiting attractions with sustainable operations.

C) Subjective Norms

Subjective norms refer to the perceived social pressures to perform or not to perform a behaviour. In tourism, the influence exerted by family, friends, and social networks is one of the principal factors in tourist decisions. Positive word-of-mouth spread and recommendations coming from trusted sources may increase tourists' interest in green destinations. Social norm theory posits that one can take a particular behavior if it is perceived as being socially accepted, especially if peers support the idea of engaging in the behavior.

D) Tourist Perceptions

These four vital factors of value, safety, cleanliness, and authenticity are directly related to tourist perceptions of the destination. The perceived value is what the tourists believe will be achieved by visiting a destination, with possible benefits that will come from learning processes and the state of the environmental conversation. Safety and cleanliness are basic requirements that tourists must need to visit any tourist destination; this is especially true in destinations committed to sustainable tourism practices. Unique, original experiences that express local culture and respect for the environment raise tourist interest as well (Han et al., 2010).

This study aims to:



1. Reproduce: Examine how tourists' pro-environmental behavior might affect their interest in having green tourist attractions in Indonesia.
2. To what extent do subjective norms influence the formation of tourists' interest in green tourism?.
3. Analysis of the Perception of Value, Safety, Cleanliness, and Authenticity by Tourists and Impact on Interest to Visit Sustainable Attractions.

This research will, therefore, contribute to the body of literature on sustainable tourism by adding empirical evidence on the factors that determine tourists' interest in green attractions. Moreover, the study will offer practical insights for Indonesian tourism operators and policymakers on how to effectively develop and promote green business practices that match tourist values and expectations. It showcases research aimed at increasing the appeal of sustainable tourism options in order to feed the growth of a more environmentally responsible tourism industry in Indonesia.

II. LITERATURE REVIEW

A) *Sustainable Tourism and Green Business*

The concept of sustainable tourism pertains to the sustainable development and administration of tourist sites, with the aim of mitigating any potential negative environmental effects while maximizing the advantages. In this context, "green business practices" refers to business methods that prioritize the sustainability of the environment.

B) *Tourist Behavior*

Traveling tourists' choices and activities are considered to be part of their behavior. This behavior includes preferences for travel destinations that use sustainable business methods in the backdrop of green business (Kim & Han, 2010).

C) *Subjective Norms and Tourist Perceptions*

Subjective norms refer to what individuals perceive as social standards that guide behavior. This is an example of tourists' perception in relationship to the views and assessment of the environment as well as the business operations in tourist destinations.

III. RESEARCH METHOD

It will use a qualitative research methodology to extract profound insights into the attitudes, behaviors, and subjective norms of tourists. To do this, semi-structured interviews with visitors who have visited or are curious about Indonesia's green attractions will be used in the study to collect data. The goal of the thematic analysis is to find recurring themes or patterns in the data in order to gain a comprehensive understanding of the variables influencing travelers' interest in eco-friendly travel.

IV. RESULTS, FINDINGS, AND DISCUSSION

A) *Results*

a. **Influence of Behavior on Visiting Interest**

1. Pro-environmental Behavior

Environmental responsibility is strong, particularly among persons who demonstrate greater interest in visiting places with eco-friendly attractions. Their behaviors include reducing waste, supporting sustainable practices, and destinations that reduce environmental impact.

2. Experience Seeking

This implies that travelers looking for novel and distinctive experiences will be drawn to destinations that provide sustainable tourism experiences like wildlife conservation initiatives, eco-tours, and cultural immersion with consideration for the surrounding ecosystems.

b. **Influence of Subjective Norms on Visiting Interest**

1. Social Influence

This is greatly impacted by the beliefs and actions of family members, friends, and social media networks. Travel interest in eco-friendly sites is heightened by positive word-of-mouth and referrals from influential sources.

2. Cultural Norms

Of course, tourists will be more likely to want to visit an attraction if they see that it reflects these sustainable tourism values within a culture that highly values them. This cultural pressure can enhance their commitment to choosing friendly environments.

c. **Influence of Tourist Perceptions on Visiting Interest**

1. Perceived Value

Tourists believe such attractions offer better value if they are entertained with environmental education and conservation efforts in which they can participate. Their perception of contributing towards the preservation of the environment heightens their interest.

2. Safety and Cleanliness

Safe and clean facilities at green attractions positively affect tourists' interest. A health-enhancing attraction with clean surroundings has more visitors.

d. Authenticity and Uniqueness

Significant attractions that are seen as authentic, coupled with unique experiences corresponding to environmentally sustainable ones, are major triggers for tourists' quests for meaningful travel experiences.

B) Findings & Discussion

a. Behavioral Influence

With respect to this, tourist behavior influences their interest in visiting green tourist attractions. In that regard, tourists who are led by the principles of sustainability in their daily lives are likely to be attracted to a destination that puts forward a similar image. This goes in hand with the theory of planned behaviour, that individual attitude towards behaviour is very influential in creating intentions and executing behaviour. Therefore, creating awareness of the importance of pro-environmental behaviour and providing incentives can create an interest in green tourism (Tzschentke et al., 2008).

b. Subjective Norms

Such is the case with subjective norms driving tourist interest. In particular, the social influence that originates from close social circles and online communities seems very dominant in the decision-making processes of tourists. As social norm theory holds, people prefer to act in a way that fulfills the expectations of their social groups. This strategy involves the use of social proof through testimonials, influencer endorsement, and community engagement, as Wang et al. have pointed out in their promotions of green tourism.

c. Perception Influence

This is the case because tourist perceptions of green attractions are major determinants for their interest in visiting such places. Their travel decisions would, therefore, be based majorly on the perceived value, safety, and authenticity of the attraction site. This is also supported by the consumer perception theory, wherein perceived benefits are discussed as having influential effects on consumer choices. Tourist interest can, therefore, be boosted by enhancing the perceived value of green attractions, efficiently marketed with transparency about sustainability practices and high standards of safety and cleanliness.

Influence of Tourists' Pro-Environmental Behavior on Their Interest in Visiting Green Tourist Attractions in Indonesia

C) Findings & Discussion:

a. Pro-Environmental Attitudes

In that case, tourists with strong pro-environmental attitudes, such as concerns about climate change, conservation, and sustainability, will show interest in visiting green tourist attractions. This type of tourist desires destinations where they can reflect values through supportive eco-friendly practices.

b. Sustainable Practices

Tourists who actively demonstrate the sustainable behaviors of recycling, waste reduction, and energy-sparing efforts are likely to show interest in visiting places with such practices. This thus explains why, due to their drive for sustainability, they would want to visit attractions that value the care for the environment.

c. Awareness and Education

Increased environmental education and awareness further fuel travelers' interest in eco-friendly travel. Travelers are more likely to choose eco-friendly locations when they are better informed about the advantages of sustainable tourism and the impact of their trips.

Role of Subjective Norms in Shaping Tourists' Interest in Green Tourism

D) Findings & Discussion:

a. Social Influence

This involves the role of family, friends, and online communities in driving tourists' interest in green tourism. Positive recommendations and endorsements from these sources make it more likely for tourists to prefer green destinations.

b. Cultural Norms

Tourists are, therefore, more likely to choose eco-friendly attractions in areas where this behavior has long been considered a cultural norm. The community's overall conduct serves as another piece of evidence of how important sustainable behaviors are.

c. Influencer Endorsements

Social media influencers and public figures who support green tourism can help in gaining more interest in green attractions. Most tourists make decisions based on inspiration and validation from these sources of influence.

Impact of Tourists' Perceptions of Value, Safety, Cleanliness, and Authenticity on Their Interest in Visiting Sustainable Attractions

E) Findings & Discussion:

a. Perceived Value

A tourist will be captivated by green attractions that give value for money, such as unique experiences, education, and contributions to conservation. Indeed, the perceived value of an attraction is very important in influencing tourists' interest.

b. Safety and Cleanliness

For tourists, the cleanliness and safety of green areas are paramount. It is exciting to be interested in sustainable travel locations because they guarantee good health and well-being through well-maintained facilities.

c. Authenticity

In actuality, travelers cherish genuine and distinctive experiences that most closely reflect the local way of life. In fact, visitors are drawn in greater by attractions that provide real, engaging experiences in an environmentally friendly way.

V. IMPLICATIONS FOR GREEN BUSINESS PERSPECTIVE

These results indicate that, from a green business standpoint, travel and tourist companies should concentrate on:

A) Enhancing Environmental Education

There is also the potential to attract eco-sensitive tourists through educational programs and activities that raise public awareness of environmental issues and sustainable practices.

B) Engaging with Social Influencers

Working together with social media influencers and promoting green attractions can help spread the word about them and increase interest and good subjective norms.

C) Improving Perceived Value

Maintenance and presentational investments allow the green attractions to look more valuable and attractive to visitors by ensuring that the place meets visitor expectations about safety, cleanliness, and authenticity.

D) Marketing Strategies

The sustainability of the attractions and the environment must be the top priorities for the tourism industry. Campaigns can be used to promote this, and by educating potential visitors about the benefits of visiting a site, campaigns can effectively draw them in.

E) Eco-Friendly Initiatives

Eco-friendly tourism attractions, trash reduction initiatives, and other conservation efforts are a few of the things that establishments might demonstrate to draw in eco-aware travelers.

F) Leveraging Social Proof

Social proof can also be used to the advantage of tourism businesses by encouraging happy guests to share their great experiences on social media. Generating interest can also be attained by collaborating with influencers who favor sustainable tourism.

G) Community Engagement

Subjective standards can be reinforced in order to draw in more tourists by involving local people in the development of an environmentally conscious culture and the promotion of sustainable tourism.

H) Enhancing Perceived Value

It is, therefore, incumbent on tourism operators to refocus their efforts toward enhancing the perceived value of attractions by offering unique and very educative packages bordering on benefits associated with sustainable tourism.

I) Maintaining High Standards

High standards of safety and cleanliness are considered to be very important to most tourists. They can also help assure trust by arranging regular maintenance and, if required, relating to health and safety.

J) Promoting Authentic Experience

It is within the reach of any destination to attract clients seeking a more authentic experience by creating and promoting those activities that most respect and preserve the local culture and environment.

K) Enhancing Perceived Value

Therefore, tourism providers need to add value to the attractions by offering unique experiences and sustainability-related learning programs.

L) Maintaining High Standards

Travelers have high expectations for both cleanliness and safety. This can be accomplished by transparently communicating all actions made in this regard and maintaining them on a regular basis, which will foster interest and trust.

M) Promoting Authentic Experiences

On the other hand, the provision and marketing of authentic, sustainable, and responsible experiences will be attractive to travelers seeking meaningful travel experiences, respect, and protection of the local environment and culture.

VI. CONCLUSION

In other words, the influence of behavior, subjective norms, and the perceptions of tourists toward visiting interests indicate that green tourism practices must be aligned with the values and expectations of the tourists. Understanding and accounting for these factors will help Indonesian tourism operators design ways to promote sustainable tourism and increase visits to green attractions successfully. This approach will not only help the environment but also increase the whole tourism experience and raise the sustainable growth of the tourism business. If tourism operators in Indonesia understand the influence of pro-environmental behavior, subjective norms, and perceptions of tourists on interest in visiting green tourist attractions, proper strategies to improve sustainable tourism can be developed. Some eco-friendly initiatives, social proof, and enhancing perceived value, safety, cleanliness, and authenticity of attractions are essential in maximizing tourists' interest in visiting green destinations. This not only helps in taking care of the environment but also secures the survival of the tourism industry in the long term through sustainable growth.

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