

# CHAPTER I

## INTRODUCTION

### A. Research Background

Tourism is an essential sector in a country's economic growth, but its growth cannot ignore its negative impact on the environment and local culture (Christopher, 2022). This phenomenon encourages stakeholders to initiate the concept of green tourism or ecotourism as a solution to link the tourism industry with environmental and social preservation (L. Xu et al., 2023). Green tourism aims to reduce carbon emissions, maintain biodiversity, and encourage positive interactions between tourists and local communities (Simpson, 2018). Through this approach, tourism can become a means of environmental education and understanding the importance of preserving nature for future generations. (Kiper, 2020) Therefore, this study aims to analyze ecotourism practices, related policies, and collaborative efforts in developing sustainable tourism that can provide long-term benefits for the environment and the welfare of local communities.

The tourism sector is starting to use the concept of green tourism, intending to create eco-friendly tourism that respects, enhances, and protects nature and the built environment, not destroying it (Islam et al., 2020). Sustainability is more than just caring for the natural environment. Tourism development is seen as a way to improve a country's economy and social welfare. However, if development is not handled

carefully, tourists migrate to competing destinations or attractions (Qadar, 2022). Sustainable tourism refers to managing tourism resources in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs (Florencio & et, 2021). Sustainable tourism aims to minimize the negative impacts of tourism on the environment, society, and economy while maximizing the positive benefits. This can be achieved by reducing carbon emissions, promoting local culture and heritage, and supporting local businesses (Cordente-Rodríguez et al., 2022). Sustainable tourism development guidelines and management practices apply to all forms of tourism in all destinations, including mass tourism and the various niche tourism segments.

The phenomenon is discussed in sustainable tourism. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should make optimal use of environmental resources that constitute a crucial element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. As a problem, applying a sustainable approach that involves planning for adequate infrastructure and facilities, professional management with active participation of local communities, and intensive nature conservation efforts is necessary. This way, conservation areas can be transformed into

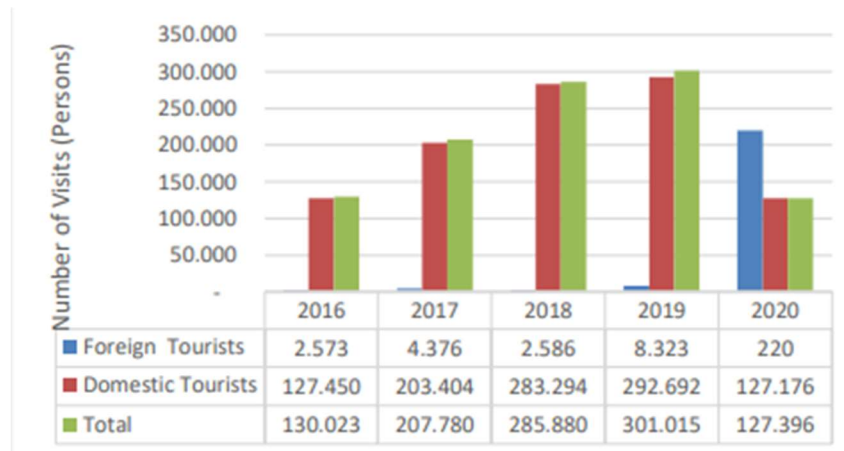
attractive and sustainable tourist destinations, positively impacting surrounding communities' economic growth and welfare. (Orams, 2015).

The development of tourism has been implemented without proper planning and community involvement. Among the significant problems related to tourism development on the island are the growth of cottages in coastal areas, loss of native vegetation, increased open spaces, and waste management (Hakim, Mardiany, & Hong, 2018). To overcome these challenges, a sustainable approach is needed that involves adequate planning of facilities and infrastructure, professional management involving the active participation of local communities, and intensive nature conservation efforts (Althalets et al., 2020). This can be achieved by implementing integrated coastal zone management to optimize the existing eco-tourism potential and support economic equity for coastal communities. In addition, it is necessary to review the impact of the COVID-19 pandemic on the sustainability of Islands tourism and devise appropriate development strategies. By transforming conservation areas into attractive and sustainable tourist destinations, it is possible to positively impact economic growth and the welfare of the surrounding community.

The COVID-19 pandemic has significantly impacted the tourism sector, including social restrictions, travel restrictions, and decreased visits (Simarankir et al., 2021). In 2020, tourist visits to the Island decreased by 58% from the previous year due to the pandemic. Lockdown policies in several countries caused a drastic decline in foreign

tourist arrivals by 97% (Harahap et al., 2022). Based on information from the dive center, there were no tourist visits to diving activities as far as December 2020. (Anele, 2021) Diving tourism businesses are the parties most affected by the COVID-19 pandemic, with an estimated 97% decrease in foreign tourist arrivals from the previous year.

It is estimated that even after COVID-19, the number of visits may remain low, and social distancing will be maintained (Alreahi et al., 2023). To mitigate the impact of the pandemic on the tourism industry, it is essential to develop sustainable tourism practices that can help ensure the sector's long-term viability (Yanqing Xia, 2023). This can be achieved through careful planning and management, involving the active participation of local communities and implementing nature conservation efforts (Masbar, 2022). From Figure 1.1, adopting a sustainable approach to tourism development, it is possible to transform conservation areas into attractive and sustainable tourist destinations, thus positively impacting economic growth and the welfare of the surrounding community (Prayitno et al., 2022).



**Figure 1. 1 The trend of tourist visits in 2016-2020**

Figure 1.1 shows that the decline in tourist arrivals due to the COVID-19 pandemic has had a significant impact on the income of tourism business actors, including those involved in transportation, accommodation, culinary, diving, and snorkeling (Napitu et al., 2023). The lack of income has reduced employees in various tourism businesses, with termination of employment and salary cuts being one of the strategies used to overcome the challenges faced by these businesses (Menhat, et al., 2021). The decline in foreign tourist arrivals has provided opportunities for domestic tourism by adjusting accommodation and transportation. However, some tourism businesses have had to turn back to being fishermen or look for other alternative jobs to meet their daily needs, while others have survived by using savings or loans. (Cheng & Zetina, 2021). To mitigate the impact of the pandemic on the tourism industry, it is essential to develop sustainable tourism practices that can help ensure the sector's long-term viability. This can be achieved through careful planning and management, involving the active participation of local communities and implementing nature conservation efforts.

(Bhuiyan, 2022) By adopting a sustainable approach to tourism development, it is possible to transform conservation areas into attractive and sustainable tourist destinations, thus positively impacting economic growth and the welfare of the surrounding community.

The variable environmental concern refers to the level of individual or community concern about ecological issues (Riptiono, 2022). Research often uses this variable to measure attitudes and behaviors toward the environment. (Liu et al., 2023) this variable was used to predict consumer attitudes towards green products. It is also used in other studies to measure the impact of public environmental concerns on environmental pollution. However, measuring ecological problems can be challenging as many scales are available, and choosing the most appropriate one can be tricky (Cruz & Manata, 2020).

The variable green destination image refers to tourists' perceptions of tourist destinations that are sustainable and environmentally friendly. This variable is essential in tourism research as it can influence travelers' intention to visit the destination (Nowacki et al., 2023a). One study found that the green image of the destination had the most substantial impact on Gen Z's intention to travel to a green vacation destination. Another study also used this variable to test the mediating role of global brand image on the relationship between sustainable destination image and purchase intention (Hatzithomas et al., 2021). However, measuring "green destination image"

can be challenging as this perception can be influenced by various factors, including identification with local and global consumer cultures (López-Sanz et al., 2021).

The perceived value variable refers to the user's subjective assessment of goods or services based on existing subjective impressions (Q. Wang et al., 2021). This variable is often used in research to measure consumer attitudes and behavior. For example, in one study, this variable was used to analyze the effect of perceived value on customer attitudes and loyalty in various retail activities. (Ruiz, et al., 2008) It was also used in another study to examine the influence of perceived value on social attachment in the context of social media use. (Amado-Mateus et al., 2023) However, measuring perceived value can be challenging as this assessment can be influenced by various factors, including individuals' perceptions and expectations.

The variable tourism experience refers to travelers' personal experience when visiting a destination. This experience is subjective and can be influenced by various factors, including individual characteristics and previous experiences (Pasaco-González et al., 2023). The literature suggests that demographic variables and prior experiences can affect' perceptions(Hécate Vergopoulos, 2016). Several studies have examined the influence of these factors on marketing variables, but more information is needed to help predict traveler behavior and understand how they interpret experiences. (Dagustani et al., 2018) This study explores whether experience quality,

satisfaction, and behavioral intentions differ according to individual demographic characteristics and prior experience.

Place attachment variables refer to individuals' emotional and physical bonds with a particular place. Research often uses this variable to measure how individuals feel connected to a place (Jansen, 2020). For example, this variable was used in one study to understand the relationship between residential satisfaction and intention to move (Niazi, 2023). It was also used in another study to examine the influence of place attachment on risk perception and coping strategies in the case of earthquakes. However, measuring place attachment can be challenging as this bond can be influenced by various factors, including sociodemographic characteristics (Dlamini et al., 2022).

Environmentally Responsible Tourism Behavior minimizes the number of tourists concerned about the environment. It minimizes actions such as wise resource management, waste management, and participation in sustainability programs offered by the destination (Ibnou-Laaroussi et al., 2020). Environmentally Responsible Tourism Behavior refers to tourists' environmentally responsible behavior when visiting a destination. This variable is essential in tourism research because it can affect the destination's sustainability (Y. Xu et al., 2019). One study found that biospheric value has an indirect but rooted effect on tourists' environmentally responsible behavior<sup>1</sup>. Another study also used this variable to test the mediating role of admiration



emotions on the relationship between stimuli natural environment and infrastructure availability and response factors satisfaction and environmentally responsible behavior (Jiang et al., 2022). However, measuring Environmentally Responsible Tourism Behavior can be challenging as this behavior can be influenced by various factors, including individuals' perceptions and expectations.

The setting of this research is the Derawan Island tourist destination located in East Kalimantan Province. Derawan Island is one of the many islands that make up the Derawan Archipelago, located in Berau Regency, East Kalimantan, Indonesia. Geographically, the Derawan Islands are located on the northern peninsula of Berau Regency's marine waters and consist of several main islands such as Panjang Island, Raburabu Island, Samama Island, Sangalaki Island, Kakaban Island, Nabuko Island, Maratua Island, and Derawan Island itself. In addition, there are several coral reefs such as Muaras reef, Pinaka reef, Buliulin reef, Masimbung reef, and Tababinga reef.

Derawan Island is known for its stunning underwater natural beauty, making it one of the leading marine tourism destinations in Indonesia. The Underwater Park on Derawan Island is a major attraction for foreign tourists, especially professional divers from around the world. The island offers a variety of very important coastal and small island ecosystems, including coral reefs, seagrass beds, and mangrove forests. In addition to its natural beauty, Derawan Island is also home to a variety of protected species, such as the green turtle (*Chelonia mydas*) and hawksbill turtle (*Eretmochelys*

imbricata). Other species that can be found around the island include whales, dolphins, clams, coconut turtles, dugongs, barracuda, and various other fish species. The presence of these species adds to the ecological and conservation value of Derawan Island.

Derawan Island also has a well-developed tourism infrastructure, with accommodation options ranging from homestays to luxury resorts. Popular tourist activities on the island include diving, snorkeling, swimming and sunbathing on the beach. In addition, tourists can also enjoy the beauty of nature by traveling around the island by boat. With all its uniqueness and natural wealth, Derawan Island is an interesting research object to examine the influence of green tourism on tourist destinations. This research will provide a deeper insight into how sustainable tourism can be applied and developed on Derawan Island, as well as its impact on the environment and local communities.

This research analyzes the effect of environmental concern, green destination images, perceived value, tourism experience, place attachment, and environmentally responsible tourism behavior. This research is a modification and replication of research conducted by (Ibnou-Laaroussi et al., 2020) and (H. Wang et al., 2022a); the difference between the research and previous research is to make modifications by adding variables Perceived Value and Place Attachment.

From these results, the background of this study investigates how tourists perceive Derawan Island's efforts in implementing Green Tourism and how it influences environmentally responsible tourism behavior. Derawan Island was chosen as the research object due to its commitment to sustainable tourism and environmental preservation. This research will provide new insights into how Green Tourism can influence environmentally responsible tourism behavior, particularly on Derawan Island. Thus, this research is expected to contribute positively to developing green tourism and environmental preservation on Derawan Island and elsewhere.

## **B. Research Question**

1. Does environmental concern affect the tourism experience of Derawan Island?
2. Does a green destination image affect the tourism experience of Derawan Island?
3. Does the green destination image impact the place attachment of Derawan Island?
4. Does perceived value impact the place attachment of Derawan Island?
5. Does tourism experience significantly affect the environmentally responsible tourism behavior of Derawan Island?
6. Does tourism experience significantly affect the environmentally responsible tourism behavior of Derawan Island?

7. Does tourism experience mediate environmental concern on Environmentally responsible tourism behavior of Derawan Island?
8. Does tourism experience mediate green destination images on environmentally responsible tourism behavior of Derawan Island?
9. Does place attachment mediate green destination images on environmentally responsible tourism behavior of Derawan Island?
10. Does place attachment mediate perceived value on environmentally responsible tourism behavior of Derawan Island?

### **C. Research Objective**

1. To examine the impact of environmental concerns on tourism experience.
2. To identify the impact of green destination image on tourism experience.
3. To analyze the relationship between green destination image and place attachment.
4. To analyze the relationship between perceived value and place attachment.
5. To examine how tourism experiences influence environmentally responsible tourism behavior.
6. To analyze how place attachment affects environmentally responsible tourism behavior.
7. To examine whether tourism experience mediates the effect of environmental concern on environmentally responsible tourism behavior.

8. To examine whether tourism experience mediates the influence of green destination image on environmentally responsible tourism behavior.
9. To identify the indirect relationship of green destination image to environmentally responsible tourism behavior through place attachment.
10. To identify the indirect relationship between perceived value and environmentally responsible tourism behavior through place attachment.

#### **D. Research Benefits**

Benefits for writers researching green tourism: There are several potential benefits to consider:

##### Theoretical Benefits

1. This research will provide essential benefits in developing and promoting sustainable tourism by understanding the impact of variables such as Environmental Concern, Green Destination Images, Perceived Value, and Tourism Experience on Environmentally Responsible Tourism Behavior.

##### Practical Benefit

2. Future researchers can identify key factors influencing tourist interest and behavior in supporting eco-friendly tourism destinations.
3. The findings from this research will also assist tourism managers in designing more effective marketing strategies to encourage visits to sustainable destinations, such as Derawan Island.

4. This research can be a basis for further research on sustainable marketing efforts and tourism management focusing on preserving the natural and cultural environment.

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