



## Green Behavior of Tourist Visiting Bali

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### ABSTRACT

This research explores the pro-environmental behavior of tourists in Bali and identifies the key determinants of such actions, grounded in the framework of the Theory of Planned Behavior (TPB). Utilizing a quantitative method combined with proportional probability sampling techniques, data were collected from 160 respondents comprising 104 domestic and 56 foreign tourists through structured questionnaires. The data were analyzed using Exploratory Factor Analysis (EFA). The results reveal that international tourists demonstrate a stronger commitment to green behavior compared to their domestic counterparts. For foreign tourists, six key factors were identified: Operational Support, Habits of Sustainability, Environmental Encouragement, Awareness from Others, Responsible Consumption, and Tourist Social Norms. Meanwhile, domestic tourist behavior is shaped by three main factors: External Influence, Consumer Commitment, and Operational Support. This study introduces a novel conceptual model called ECOHEART which integrates the identified factors into a unified framework for understanding green behavior in tourism.

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## **INTRODUCTION**

Bali stands as one of Indonesia's and the world's leading tourist destinations, celebrated for its lush natural landscapes and unique cultural traditions. The combination of scenic landscapes, artistic expressions, and spiritual life has positioned Bali as a national tourism icon ( Samodra, 2024). Nevertheless, the swift expansion of the tourism industry poses significant challenges, especially regarding environmental sustainability. With tourist arrivals surpassing 15 million in 2023, there has been a notable increase in waste generation, resource depletion, and ecological damage, particularly affecting coastal and rural regions. (Abeydeera et al., 2019; Brata et al., 2020).

Efforts to conserve Bali's environment have been carried out through regulations such as Law No. 10 of 2009 and initiatives like the Clean Tourism Movement, aiming to balance development with ecological preservation. Despite these efforts, implementing sustainable tourism remains challenging due to limited awareness among tourists about eco-friendly practices. Simple measures—such as minimizing plastic use, saving water and energy, and honoring local traditions—play a vital role in promoting tourism sustainability. While significant changes in air, water, waste quality, and village infrastructure have yet to be observed, ongoing vigilance is necessary to address small-scale issues like waste buildup and oil spills linked tourism activities (Mertha & Dianasari, 2016).

Green behavior refers to pro-environmental actions that reflect awareness, responsibility, and concrete efforts to protect nature (Han, 2021a; Steg, L., & Vlek, 2009). In developed countries, such behavior has become an integral part of tourist awareness. However, empirical studies examining the drivers of green behavior in developing destinations such as Bali remain limited. Factors like personal motivation, social norms, and environmental awareness have yet to be comprehensively explored in this context.

In order to bridge this research gap, the present study utilizes the TPB, a widely recognized model in the study of pro-environmental behavior. TPB explores how attitudes, perceived social pressure (subjective norms), and perceived control over actions shape individuals' intentions and subsequent behavior. Previous studies have also shown that external factors such as public policies, environmental education, and green infrastructure can significantly shape environmentally responsible behavior (Barbu et al., 2022; Chen et al., 2022; Niu et al., 2023).

This research seeks to uncover the psychosocial determinants that shape environmentally responsible behavior among tourists in Bali through an Exploratory Factor Analysis (EFA) approach, and to examine differences in these factors between domestic and international visitors. The findings are expected to provide empirical contributions toward the development of sustainable tourism policies and strategies for promoting environmentally friendly destinations, not only in Bali but also in similar destinations across developing countries.

## THEORITICAL REVIEW

### *Green Behavior*

Green behavior, also known as eco-friendly behavior, encompasses a range of actions carried out by individuals or communities aimed at minimizing environmental harm and supporting sustainable practices. Various scholars define green behavior as encompassing resource conservation, waste reduction, and the use of renewable energy, all aimed at minimizing individuals' ecological footprints in daily life.

According to Booi Chen & Teck Chai (2010), green behavior involves consumer actions such as choosing environmentally friendly products, reducing waste, and using energy efficiently. Steg, L., & Vlek (2009) further emphasize that social norms and personal awareness play a critical role in motivating individuals to adopt such behaviors. Green behavior is also linked to the understanding of environmental threats and the motivation to reduce carbon footprints—whether through the use of eco-friendly transportation or the adoption of renewable energy choices (Liu et al., 2020).

Moreover, the significance of personal and social norms in driving environmentally friendly behavior is highlighted, especially in influencing individual decision-making when faced with higher personal costs (Niu et al., 2023). Meanwhile, education and information regarding environmental impacts can further reinforce green behavior, particularly in the tourism sector, by encouraging the choice of more sustainable transportation and accommodation options (Wu et al., 2023).

Green behavior can also be seen as a reflection of responsibility and concern for the environment that should be possessed by every individual. The formation of human behavior toward the environment is closely related to attitudes and values that stem from knowledge, emotions, and behavioral tendencies. From this perspective, it can be understood that human actions toward the environment are based on decisions influenced by environmental information, prior experiences, and individual attitudes toward the environment itself (Dianasari & Mertha, 2024).

### *Tourist*

According to Law Number 10 of 2009 concerning Tourism, a tourist is defined as an individual who engages in tourism-related activities. Lundberg (1974) describes a tourist as a person who travels for recreation, pleasure, or business purposes and stays outside their place of residence for at least one night. Meanwhile, Shite (2000) classifies tourists into two categories: (a) Domestic tourists, who are residents traveling within their own country for tourism purposes, and (b) foreign tourists, who are citizens traveling across national borders to engage in tourism activities in another country.

### *Theory of Planned Behavior*

The Theory of Planned Behavior (TPB) builds upon the earlier Theory of Reasoned Action (TRA). It suggests that a person's intention to engage in a particular behavior is shaped by three core elements: their attitudes toward the

behavior, perceived social pressure (subjective norms), and the extent to which they feel in control of performing the behavior (perceived behavioral control). (Ajzen, 1991).

- a. Attitudes represent a person’s assessment of a particular. In this study, attitude refers to tourists’ perspectives on environmentally friendly behavior, such as reducing plastic waste, maintaining natural cleanliness, or participating in conservation activities, which can influence their intention to engage in such actions.
- b. Subjective Norms (SN) refer to the social pressure an individual perceives from others, which affects their decision to perform a particular behavior. In this study, its reflect social influence, namely the extent to which pressure from others or social groups affects tourists’ decisions to behave in an environmentally responsible manner.
- c. Perceived Behavioral Control (PBC), describes how much control a person believes they have in carrying out a specific behavior., which is influenced by internal or external factors such as social support, resources, and time. In this context, PBC relates to tourists’ perceptions of how easy or difficult it is to engage in environmentally friendly behavior during their trip.

## METHODOLOGY

This research utilized a quantitative survey approach to examine tourists' green behavior while visiting Bali. The research framework was grounded in the TPB (Ajzen, 1991), focusing on three core components: attitudes, subjective norms, and perceived behavioral control. The study was conducted in four major tourist destinations in Bali like Badung, Tabanan, Gianyar, and Denpasar which were selected based on high tourist visitation data. A total of 160 respondents participated in this study, comprising both domestic and foreign tourists. Samples were selected using proportional probability sampling to ensure representation based on the proportion of tourist arrivals in each area. Primary data were gathered through an online questionnaire employing a four-point Likert scale was used to assess participants’ environmental attitudes and behaviors. Prior to full deployment, the questionnaire underwent validation and reliability testing. The collected data were processed using SPSS software, with Exploratory Factor Analysis (EFA) conducted to uncover the latent variables influencing tourists’ environmentally friendly behavior.

## RESEARCH RESULT AND DISCUSSION

Table 1. Tabulation data Green Behavior of Tourist Visiting Bali

Variable	Indicator	Domestic		Foregin	
		Total Average Indicator	Total Average Variable	Total Average Indicator	Total Average Variable
<i>Attitudes</i>	Awareness of environmental issues	3,38	3,32	3,34	3,35
	Avoidance of environmentally harmful	3,48		3,41	

	products such as plastic				
	Tendency to choose sustainable or green products	3,39		3,38	
	Readiness to spend extra for environmentally friendly products	3,37		3,36	
	Efforts to reduce energy consumption	3,25		3,23	
	Participation in environmental activities	3,03		3,38	
<i>Subjective Norms</i>	Influence of others on environmentally friendly behavior	3,28	3,31	3,25	3,34
	Social norms that support sustainability	3,28		3,46	
	Belief that eco-friendly behavior is socially appreciated	3,34		3,39	
	Perceptions of what others are doing regarding the environment	3,53		3,38	
	Motivation to create a positive influence on others	3,13		3,20	
<i>Perceived Behavioral Control</i>	Ease of engaging in environmentally friendly behavior	3,35	3,30	3,29	3,29
	Availability of resources to support sustainable practices	3,02		3,21	
	Perceived ability to take eco-conscious actions	3,35		3,29	
	Availability of infrastructure that supports green behavior	3,29		3,25	
	Support from government or related organizations	3,51		3,43	

Source: Analyzed data, 2025

In the attitudes variable, foreign tourists recorded a slightly higher average score compared to domestic tourists, indicating a more positive attitude toward environmentally friendly behavior. Domestic tourists scored highest on the indicator of avoiding harmful products such as plastic, while foreign tourists excelled in purchasing green or eco-conscious items. Indicator participation in environmental activities revealed a notable gap. This reflects a stronger tendency among foreign visitors to actively engage in environmental

preservation efforts, such as mangrove planting and beach clean-up activities, as observed in locations like Wanasari Mangrove Ecotourism and Kuta Beach. These findings are consistent with Peng & Lee (2019) and Han (2021), who assert that foreign tourists are more accustomed to carrying sustainability values from their home countries.

Regarding the subjective norms variable, foreign tourists again recorded a higher score than domestic tourists. The highest score for domestic tourists was found in the indicator of perceived behavior of others, whereas foreign tourists scored highest on pro-sustainability social norms. This suggests that the social environments of foreign tourists are more influential in encouraging pro-environmental behavior. Research by Han (2021) supports The research outcome, emphasizing The significance of social norms In determining pro-environmental conduct intentions, particularly among tourists from countries with high ecological awareness.

For the perceived behavioral control variable, domestic tourists reported a slightly higher score compared to foreign tourists, particularly in the indicator of support from government or organizations. This indicates that domestic tourists feel a greater sense of control in adopting environmentally friendly behavior, supported by programs such as Bali Green Province, the ban on single-use plastics, and CHSE certification. This corresponds to the framework outlined in the TPB (Ajzen, 1991), It suggests that a sense of control combined with external support boosts individuals' self-confidence and capacity to engage in sustainable actions.

This study employed Exploratory Factor Analysis (EFA) using SPSS was utilized to uncover underlying factors indicators of tourists' environmentally friendly behavior. The analysis began with the KMO and Bartlett's Test to assess data adequacy and suitability for factor analysis, followed by examination of the Anti-Image Matrix to evaluate the adequacy of each individual variable. Subsequently, communalities were used to determine the contribution of each variable to the extracted factors. The Total Variance Explained was then analyzed to identify the number of factors formed based on eigenvalues. Finally, the Rotated Component Matrix was used to observe the distribution of indicators across the factors after rotation, retaining variables with a factor loading of  $\geq 0.5$ .

Table 2. Factors Influencing the Green Behavior of Domestic Tourists

Factor Name	Indicator
External Influence	Influence of others on environmentally friendly behavior
	Social norms that support sustainability
	Belief that eco-friendly behavior is socially appreciated
	Perceptions of what others are doing regarding the environment
	Motivation to create a positive influence on others
Consumer Commitment	Awareness of environmental issues
	Avoidance of environmentally harmful products such as plastic
	Tendency to choose sustainable or green products

	Readiness to spend extra for environmentally friendly products
	Efforts to reduce energy consumption
	Participation in environmental activities
Operational Support	Ease of engaging in environmentally friendly behavior
	Availability of resources to support sustainable practices
	Perceived ability to take eco-conscious actions
	Availability of infrastructure that supports green behavior
	Support from government or related organizations

Source: Analyzed data, 2025

The Exploratory Factor Analysis (EFA) identified three distinct factors corresponding to the underlying dimensions in the (TPB), thus confirming the theoretical framework's relevance in explaining green behavior among domestic tourists. The first factor External Influence, comprises indicators from the Subjective Norms variable and highlights the considerable role of external social demands and peer standards in shaping eco-friendly conduct. This aligns with findings by Niu et al. (2023) and Perry et al. (2021), pointed out the influence of collective norms in shaping pro-environmental actions.

Second factor Consumer Commitment, reflects tourists' environmental knowledge and moral commitment to sustainability. This supports studies by Zeng et al. (2023) and Sajid (2023), indicating that stronger environmental awareness and moral obligation are positively associated with green behavioral intentions. The third factor, Operational Support, refers to individuals' perceptions of their capability and external support to perform green actions. This includes access to facilities, regulations, and self-efficacy, consistent with findings from Zhang et al. (2020) and Janet (2017). The convergence of EFA-derived factors with TPB constructs despite the exploratory nature of the method reinforces TPB's applicability and theoretical robustness. Prior studies, such as Han (2021) and Khan et al. (2021), support this alignment, validating the TPB in diverse environmental behavior contexts.

Tabel 3. Factors Influencing the Green Behavior of Foreign Tourists

Factor Name	Indicator
Operational Support	Ease of engaging in environmentally friendly behavior
	Availability of resources to support sustainable practices
	Perceived ability to take eco-conscious actions
	Availability of infrastructure that supports green behavior
	Support from government or related organizations
Habits of Sustainability	Awareness of environmental issues
	Avoidance of environmentally harmful products such as plastic
	Readiness to spend extra for environmentally friendly products
	Efforts to reduce energy consumption

	Participation in environmental activities
Environmental Encouragement	Belief that eco-friendly behavior is socially appreciated
	Motivation to create a positive influence on others
Awareness from Others	Influence of others on environmentally friendly behavior
Responsible Consumption	Tendency to choose sustainable or green products
Tourist social norms	Social norms that support sustainability
	Perceptions of what others are doing regarding the environment

Source: Analyzed data, 2025

The results of the Exploratory Factor Analysis (EFA) on foreign tourists' green behavior reveal six major factors that reflect complex psychological dimensions, yet remain Guided by the framework of the TPB. The first factor, Operational Support, represents tourists' perceptions of the availability of facilities and external support for engaging in environmentally friendly actions. This factor underscores the importance of supportive infrastructure in shaping green behavior.

The second factor, Habits of Sustainability, reflects sustainable habits influenced by environmental knowledge and personal commitment to conservation. Previous research has shown that active engagement in preservation activities is a manifestation of internally formed attitudes (Gani et al., 2023; Herdiansyah et al., 2022). The third factor, Environmental Encouragement, emphasizes the role of social reinforcement and external recognition in encouraging pro-environmental behavior. Appreciation from others can strengthen internal motivation to act consistently in an environmentally responsible manner (Roland Mees, 2020). The fourth factor, Awareness from Others, captures direct social influence through observed behaviors. Although it consists of a single indicator, this factor signifies a unique dimension of social perception (Popov et al., 2021).

The fifth factor, Responsible Consumption, also a single-indicator factor, highlights the tendency to choose Environmentally conscious products and solutions. This reflects the dimension of conscious consumption, which is a vital component of green behavior (Papista et al., 2018). The sixth factor, Tourist Social Norms, describes how prevailing social norms within tourism communities influence individual intentions to act in ways that support environmental preservation (Perry et al., 2021). Together, these six factors demonstrate that the original TPB constructs can be further decomposed into more specific sub-constructs within the context of foreign tourism.

The primary this study contributes by proposing a newly developed conceptual framework, **ECOHEART**, which emerges from the identified factors derived from both domestic and foreign tourists which consists of eight dimensions: **External Influence, Consumer Commitment, Operational Support, Habits of Sustainability, Environmental Encouragement, Awareness from Others, Responsible Consumption, and Tourist Social Norms**. This model is built upon a synthesis of empirical findings derived from EFA and theoretical insights from TPB (Ajzen, 1991). Unlike TPB, which primarily

emphasizes internal and intentional factors, the **ECOHEART** model offers a more holistic approach by integrating cognitive, emotional, structural, and social dimensions to explain pro-environmental behavior in tourism more contextually.

Conceptually, this model enriches the discourse on sustainability in the tourism sector by providing a comprehensive perspective on the formation of tourists' green behavior. Practically, the eight dimensions of **ECOHEART** may serve as a foundational reference for developing public policies, promotional strategies, and infrastructure that support sustainable practices. The findings similarly correspond to the recommendations by Greene et al. (2024), who advocate for the use of behavioral nudging techniques to promote green behavior among domestic tourists through soft yet effective policy interventions. Thus, the **ECOHEART** model is expected to serve as both a theoretical and practical reference for sustainable destination management not only in Bali but also in other regions adopting green tourism principles during the global ecological transition.

## **CONCLUSION AND RECOMMENDATIONS**

This study successfully analyzed the green behavior of tourists visiting Bali through the application of the Theory of Planned Behavior (TPB) and Exploratory Factor Analysis (EFA). The results indicate that while both domestic and international tourists show positive attitudes towards environmentally friendly practices, international tourists demonstrate a higher level of green behavior, influenced by six dominant factors. In contrast, the green behavior of domestic tourists is shaped by only three main factors, emphasizing the importance of external support and infrastructure

The findings resulted in a research model named **ECOHEART**, consisting of eight integrated dimensions that contribute to a well-rounded understanding of pro-environmental behavior in tourist activities. This model contributes theoretically by expanding the TPB framework and practically by providing a reference for destination managers and policymakers to design more effective sustainable tourism strategies. The implication of this study is the need to strengthen environmental education, promote peer influence, and enhance green infrastructure, especially for domestic tourists. Future research can further validate the **ECOHEART** model in different cultural or geographical contexts and explore interventions that transform green intentions into consistent green actions.

## **ADVANCED RESEARCH**

This study acknowledges several limitations that present opportunities for future research. One limitation lies in the sample size, which, although proportionally selected, was limited to four regions within Bali. To gain a broader perspective on tourists' eco-conscious action across Indonesia, prospective inquiries are encouraged to expand the geographic scope of data collection. Moreover, the current research exclusively adopts the TPB as its analytical framework. Subsequent research may benefit from integrating additional theoretical perspectives to enrich the explanatory power of the

findings. Another limitation concerns the reliance on participants' own responses, which may be influenced by a tendency to provide socially acceptable answers. Future studies are recommended to employ mixed-method approaches or incorporate behavioral observations to validate self-reported pro-environmental behaviors. While the ECOHEART model offers a novel and holistic framework, its applicability beyond the context of Bali remains untested. Comparative studies across diverse tourist destinations with varying cultural or ecological settings are necessary to evaluate the model's generalizability. Finally, although this study focuses primarily on psychosocial and infrastructural dimensions influencing tourist behavior, further investigations might examine the impact of technological and social innovation in promoting environmentally responsible tourism.

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