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**PRO-ENVIRONMENTAL BEHAVIOUR, SUSTAINABLE  
INTELLIGENCE ON SUSTAINABLE TOURISM AT SERANGAN  
TOURISM VILLAGE, BALI**



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I hope this thesis could be beneficial for tourism development especially who are interested in Pro-environmental behavior and sustainable tourism as well as the development of the tourism industry.

Angers, October 2021

The Writer

**PRO-ENVIRONMENTAL BEHAVIOR, SUSTAINABLE INTELLIGENCE  
ON SUSTAINABLE TOURISM  
IN SERANGAN TOURISM VILLAGE, BALI**

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**ABSTRACT**

Pro-environmental behavior is about how to behave to minimize the negative impact of nature as well as the tool to the sustainability of the destination. This is closely related to sustainable intelligence than visitors who concern about the environment. The aim of this study is to analyze the effect of Pro-environmental behavior, sustainable intelligence on sustainable development in Serangan tourism village. The sample was taken by a nonprobability sampling of 120 respondents who has visited Serangan Tourism Village. The data was collected in the parking, for the respondent who has visited Serangan Tourism Village, by distributing the questionnaire. The questionnaire items in this study were measured on a five-point Likert Scale where 1\_strongly disagree and 5\_strongly agree. The result of the study can be seen in the ttest that Pro-environmental behavior has a significant influence on Beta (Y) or Sustainability Tourism (Y). with the tcount 7,562. Sustainable Intelligence has a significant influence on beta (Y) or Sustainability Tourism (Y) with the tcount 2.461. The Fcount value is 68.241 means Pro-environmental behavior (X1) and Sustainable Intelligence (X2) have a significant effect on Sustainability Tourism (Y). The contribution of Pro-environmental behavior (X1) and Sustainable Intelligence (X2) have an effect of 53.1% on Sustainable tourism (Y), while 46.9% is influenced by other variables not examined. Based on the resulting model, it can be recommended to be followed up so that the implementation of sustainable tourism can immediately be carried out with the support of professional behavior and sustainable intelligence in Serangan Tourism Village.

**Key words:** Pro-environmental behavior, sustainable Intelligence, sustainability tourism

**COMPORTEMENT PRO-ENVIRONNEMENTAL, INTELLIGENCE  
DURABLE SUR LE TOURISME DURABLE  
DANS LE VILLAGE TOURISTIQUE DE SERANGAN, BALI**

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**ABSTRAIT**

Le comportement pro-environnemental concerne la manière de se comporter pour minimiser l'impact négatif de la nature ainsi que l'outil de la durabilité de la destination. Ceci est étroitement lié à l'intelligence durable que les visiteurs qui prêtent attention à l'environnement. Le but de cette étude est d'analyser l'effet du comportement pro-environnemental et de l'intelligence durable sur le développement durable dans le village touristique de Serangan. L'échantillon a été pris par un échantillon non probabiliste de 120 répondants qui ont visité le village touristique de Serangan. Les données ont été recueillies dans le parking, pour le répondant qui a visité Serangan Tourism Village, en distribuant le questionnaire. Les éléments du questionnaire de cette étude ont été mesurés sur une échelle de Likert en cinq points où 1\_fortement en désaccord et 5\_fortement d'accord. Le résultat de l'étude peut être vu dans le ttest que le comportement pro-environnemental a une influence significative sur le bêta (Y) ou le tourisme durable (Y). avec le compte 7.562. L'intelligence durable a une influence significative sur le bêta (Y) ou le tourisme durable (Y) avec le tcount 2.461. La valeur Fcount est de 68,241 signifie que le comportement pro-environnemental (X1) et l'intelligence durable (X2) ont un effet significatif sur le tourisme durable (Y). La contribution du comportement pro-environnemental (X1) et de l'intelligence durable (X2) a un effet de 53,1% sur le tourisme durable (Y), tandis que 46,9% est influencée par d'autres variables non examinées. Sur la base du modèle résultant, il peut être recommandé d'être suivi afin que la mise en œuvre du tourisme durable puisse être immédiatement réalisée avec le soutien du comportement professionnel et de l'intelligence durable dans le village touristique de Serangan.

**Mots-clés:** Comportement pro-environnemental, Intelligence durable, tourisme durable

## SUMMARY

Pro-environmental behavior is about how to behave to minimize the negative impact of the nature as well as the tool to sustainability of the destination. This is closely related to sustainable intelligence than visitors who care about the environment. The aim of this study is to analyze the effect of Pro environmental behavior, sustainable intelligence on sustainable development in Serangan tourism village.

Pro-environmental behavior is the types of behaviors that comparatively better for the environment it is a protective way of environmental behavior or a tribute to the healthy environment. Pro-environmental behavior can be defined as the type of behaviors that appreciates the environment. Sustainable Intelligence is the ability of tourists to implement their experience and knowledge of the environment they visit. Furthermore, it is said that tourists who have sustainable intelligence can adapt their motivations, expectations, and behavior towards a much more sensible and responsible stance regarding the destination. Sustainable tourism is an effort to develop and manage resources that must be directed to fulfill economic, social, and aesthetic aspects. at the same time being able to maintain the integrity and or preservation of ecology, biodiversity, culture and living systems through tourism activities. Partially Pro-environmental behavior and sustainable intelligence has a significant influence on Sustainable Tourism. Simultaneously Pro-environmental behavior and Sustainable Intelligence have a significant effect of 53% on Sustainable Tourism while 46.9% is influenced by other variables not examined.



# **CHAPTER I**

## **INTRODUCTION**

### **1.1 The Background**

Sustainable development, nowadays become a topic for the hospitality industry since it was launched by United Nations with the sustainable development goals (SDGs) program from 2015 to 2031. The goals of the SDGs (WTO, 2021) are to create prosperity for the world community, as well as efforts to protect the environment for next generations. In sustainable development, tourism also plays an important role as a factor of sustainable. In hence Tourism can encourage sustainable economic growth, higher levels of productivity and technological innovation drive entrepreneurship and job creation in 2030 (SDGs Goals 8). This cause of Tourism's interest in sustainable development, it is one industry that sells the environment, both physical and human, as its product (Murphy & Price, 2005).

Tourism help the sustainability of tourism destination. By developing tourism, tourism village offer the overall atmosphere that reflects the authenticity of the countryside, whether from socio-economic, socio-cultural, customs, daily life, has a distinctive building architecture and spatial structure, or unique and interesting economic activities and has the potential to develop various components of tourism such as attractions, accommodation, food and drink, and other tourist needs. The concept of a tourist village is a concept that is considered as one way to improve the welfare of the community. (WTO,1990).

However, along with the development of tourism village, it should also be accompanied by the behavior of tourists or host communities to behave pro-environmentally related to the goals of

the SDGs. Pro-environmental attitudes or environmental attitudes are various actions oriented towards caring for nature. Anything that is done must consider the main positive and negative impacts on nature. the relationship between tourism and the environment is: the component of the natural environment is a tourism attraction, good tourism management can minimize negative environmental impacts, souvenir items contribute to conservation, and the attitude of caring for the environment of tourists. PEB is a person's behavior to minimize negative impacts on nature and is categorized as a tool for sustainable tourism management (Ramkissoo & Weiler, 2012). Steg et al. (2014) defined pro-environmental behavior as a set of actions that improve the quality of the environment and contribute to sustainably developing a destination. Because tourism is always related to nature, every tourism village must also maintain the natural environment of the tourist village itself, both by tourists and the host community as well as the Serangan tourism village.

Serangan Tourism Village is defined as tourism village based on decree of Denpasar number 188.45/472/HK/2015, March 23rd 2015. With the total area of 4.81 square kilometers. Serangan Tourism Village has many tourists' attractions such as *Dalem Sakenan* Temple, turtle breeding, recreational diving, fish cuisine, mangrove forest with an area of 33 ha, a place to lean on fishing boats and water sports (jet ski, donut boat, banana boat, snorkeling, fly fishing, parasailing, wakeboarding and waterskiing). Serangan Tourism Village is located south of the capital city of Bali Denpasar. Only 10 km from Denpasar city with a travel time of 26 minutes, from Sanur 9.7 km 19 minutes and 12.4 km from Ngurah Rai airport or 21 minutes.

Before the COVID-19 pandemic, the average of visitor coming to Serangan Tourism Village, reached 41,563 visits per year for 2019. And in 2020 there were only 5,795 visits it is hoped that when the pandemic over the number of visits will increase. The increase in expected visits is of course also must be followed by the behavior of visitor who are aware to environment during their visits. The visitors who have good pro-environmental behavior (PEB), have sustainable intelligence so that the development of sustainable destinations in Serangan Tourism Village can be maintained and sustain. Sustainable intelligence refers to visitors' knowledge and experience of the impact of tourism on the environment and their ability to apply that knowledge and experience in demonstrating proactive behavior towards sustainable tourism (López-Sánchez & Pulido-Fernández, 2016: Priscilla Josary, 2016)

To find out how tourist pro-environmental behavior when visiting Serangan Village, Bali needs to be investigated further about how the relationship between pro-environmental behavior and sustainable intelligence towards sustainable tourism at Serangan Tourism Village, Bali. It will very interesting to discuss about how the visitor or tourist behave during their visit in rural tourism of Serangan Village, whether they behave pro-environmental with their sustainable intelligent how is the effect towards the sustainable tourism development.

## **1.2 Problem Statements**

Based on the background description the problem statement can be defined into three as stated below:

1. What is the effect of pro-environmental behavior and sustainable intelligence toward sustainable tourism in Serangan Tourism Village partially?
2. What is the effect between pro-environmental behavior and sustainable intelligence towards sustainable tourism in Serangan Tourism Village simultaneously?
3. What is the Sustainable Tourism Model based on pro-environmental behavior and sustainable intelligence?

### **1.3 Purposes of Research**

Based on the formulation of the problem, the research objectives to be achieved are:

#### **1.3.1 General Purpose**

The general purpose of the research is to enhance tourism actor to behave pro-environmental based on sustainable intelligence to develop sustainable tourism especially in Serangan Tourism Village.

#### **1.3.2 Specific Purposes**

Although, previous studies had paid great attention to explore the relevant issues of pro-environmental behavior and sustainability tourism but none of these looked into sustainable intelligence toward the sustainable tourism in tourism destination. In its aim to fill this research gap, this study proposed to analyze the relation between pro-environmental behavior and sustainable intelligence toward sustainability tourism of Serangan Tourism Village. The detail of this studies is to analyze:

1. The effect pro-environmental behavior and sustainable intelligence toward sustainable tourism in Serangan Tourism Village partially?

2. The effect between pro-environmental behavior and sustainable intelligence towards sustainable tourism in Serangan Tourism Village simultaneously?
3. The Sustainable Tourism Model based on pro-environmental behavior and sustainable intelligence?

#### **1.4 Significances of Research**

This research is expected to bring some Significances both theoretically and practically. The Significances to be obtained in this research are:

##### **1.4.1 Theoretical Significances**

Theoretically the Significances of this research is students will understand and be able to implement theories derived from several related subjects, so they can add insight to analyze and examine issues of awareness to behave pro-environmental base on sustainable intelligence to be implemented in sustaining the rural destination

##### **1.4.2 Practical Significances**

The practical benefits of this research as follows:

1. Significances for researcher

The results of this study are expected to increase knowledge, experiences and insight to play a role in environmental sustainability through tourism activities, so that later can facilitate researcher in learning, especially regarding sustainable tourism activities and about how to behave pro-environmental base on sustainable intelligence in sustaining the rural destination

2. Significances for Politeknik Negeri Bali and University of Angers  
The results of this study are expected to be used as a library reference of pro-environmental, sustainable intelligence and destination sustainability for the next research especially in

Politeknik Negeri Bali, Indonesia in tourism department and  
University of Angers, France in International Hospitality  
Management

**3. Significances for Serangan Tourism Village**

This research can be used as references in encouraging the visitor and the  
local community in behaving pro-environmental to sustain the destination.



## **CHAPTER VI**

### **CONCLUSION AND RECOMMENDATION**

#### **1.1 Conclusion**

Based on the research result and discussion it can be conclude that Pro-environmental behavior has a significant influence on Beta (Y) or Sustainability Tourism (Y). with the  $t_{count}$  7,562. Sustainable Intelligence has a significant influence on beta (Y) or Sustainability Tourism (Y) with the  $t_{count}$  2.461. The  $F_{count}$  value is 68.241 means Pro-environmental behavior ( $X_1$ ) and Sustainable Intelligence ( $X_2$ ) have a significant effect on Sustainability Tourism (Y). The contribution of Pro-environmental behavior ( $X_1$ ) and Sustainable Intelligence ( $X_2$ ) have an effect of 53.1% on Sustainable tourism (Y), while 46.9% is influenced by other variables not examined. Based on the above explanation it can produce a model that is recommended to Serangan tourism village in improving sustainable tourism

#### **1.2 Recommendation**

Based on the results of the analysis carried out where the influence of pro-environmental behavior and sustainable intelligence is 53.1% on Sustainable Development, while 46.9% is influenced by other variables not examined. This means that further research is needed on other factors which amount to 46.9% to further maximize sustainable tourism in Serangan Tourism Village

Based on the resulting model, it can be recommended to be followed up so that the implementation of sustainable tourism can immediately be carried out with the support of professional behavior and sustainable intelligence.



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