



How does mountain tourism affect green consumption in mount bromo through the lens of memorable mountain tourism experiences?

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ABSTRACT

The purpose of this research is to investigate the connection between mountain tourism affecting green consumption in Mount Bromo through the lens of memorable mountain tourism experiences. The respondents of this study were the local people of Indonesia who have visited Mountain Bromo with a minimum age of 17th years old. The data information for this study was gathered via an online questionnaire created using Google Forms and completed by 225 participants. The collected data was then analyzed using the Structural Equation Modelling technique via Smart-PLS. According to the study findings, an improved mountain tourism experience can augment the propensity for green consumption in Bromo. Simultaneously, the research highlights the criticality of memorable mountain-based tourism experiences, a profound connectedness with nature, and amplified environmental awareness. These elements are identified to serve as comprehensive mediators in the perpetual association between mountain tourism experience and green consumption. These findings emphasize the potential of mountain tourism as a catalyst for promoting sustainable consumption practices.

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INTRODUCTION

Rural tourism serves as a significant driver for enhancing the economic prosperity of rural regions across numerous countries (Zeng et al., 2022). Rural tourism has the potential to increase sales of local agricultural products, raise awareness about them, and create job opportunities. Residents also contribute by offering accommodation and local goods, attracting tourists interested in farming lifestyles. This combination of tourism and agriculture benefits rural communities, strengthening local economies and promoting social change by integrating diverse economic activities (Su et al., 2019). Wellness tourism in rural or mountain areas can improve physical and mental health, leaving individuals re-energized and invigorated. These benefits extend to

enhancing work performance, fostering family harmony, and promoting active social engagement (Luo et al., 2018). Rural tourism had a notable impact on how memorable and engaging visitors found their experiences (Lebrun et al., 2021). Rural tourism is not just about visiting new places, but it is about exploring different cultures and seeking adventure. Genuine locations connect visitors with nature, history, and local customs, offering memorable experiences for active participation (Akkuş & Güllüce, 2016). Promoting environmental awareness in the destination's environment by inspiring memorable experiences with breathtaking natural landscapes and unique aspects of the local way of life (Pung et al., 2020).

In developed countries, people usually have a basic understanding of tourism concepts, giving them an edge in tourism development. However, rural communities in developing nations often encounter tourism as a new phenomenon, disrupting their traditional knowledge and worldview (Zielinski et al., 2020). This can lead to a risk of cultural autonomy loss due to activities that clash with local customs. Considering environmental awareness is crucial due to the anticipated challenges in the future of tourism, including exceeding ecological limits, global climate change, and socio-cultural conflicts from economic structures. Increasing efforts in environmental awareness can pave the way for sustainable tourism, promoting sustainability, justice, and equality (Higgins-Desbiolles, 2020). Considering visitors as key stakeholders in sustainable tourism development, their feedback is invaluable for improving experiences and implementing sustainable practices, leading to memorable tourism experiences (Rasoolimanesh et al., 2020). Environmental awareness is important. It helps individuals care more about the Earth and keep it safe for the future. If individuals know more about their surroundings, they can protect themselves and all living things (Kousar et al., 2022). Connecting with nature is important for understanding environmental awareness (Mackay & Schmitt, 2019). People of all ages, genders, and nationalities benefit from this connection. By spending time in nature, we become more aware of environmental issues and are more likely to take action to protect our planet.

Changes in rules about the environment can help us to create more green innovations and increase environmental awareness. These changes can be both good and bad. If people don't know much about the environment, learning new things and applying advanced knowledge can help more in creating green innovations than just using basic knowledge (Huang et al., 2020). Tourism needs to be planned and promoted in a way that balances the environment, economy, and society. Responsible parties for sustainable tourism should ensure visitors are happy and have a great experience. Also, educating the public about sustainability and promoting green consumption as well as eco-friendly products to tourists should be done. (Streimikiene et al., 2021). Connecting with nature may inspire individuals to develop greater environmental awareness (Whitburn et al., 2020). Feeling connected to nature is linked to better well-being, indicating that those with a strong bond tend to thrive psychologically (Pritchard et al., 2020). Trusted green products drive green consumption by fostering consumer trust. Shifting attitudes toward fairer product use is crucial for green consumption and sustainability. Turning consumers into environmentally aware individuals requires tailored strategies that recognize and understand their unique traits (Zeynalova & Namazova, 2022). The sustainability of green products significantly influences individuals' perceptions, interest in environmental issues, and purchasing behavior (Emekci, 2019). Tourists with high environmental awareness are more likely to support green practices in the tourism industry (Mazhenova et al., 2016). Informing them about environmental policies is essential. To meet the demand for sustainable tourism, tourist places must adapt and integrate environmental awareness into their management strategies.

Mountain and rural tourism have surged in popularity, driven by a desire for unique experiences in majestic natural landscapes. Mountains, including Mount Bromo in Indonesia, are renowned for their inspiration, adventure, and beauty, attracting millions of tourists annually. In 2022, Indonesia expects 5.29 million visitors to its preserved nature tourism areas, comprising 5.1 million domestic tourists and 189,000 foreign tourists (Kementerian Lingkungan Hidup dan

Kehutanan, 2023). For sustainable growth in mountain tourism, preserving the ecological environment and resources is paramount. Ignorance and disrespect for the environment diminishes the appeal of destinations. Competitive edge and sustainable growth are maintained by enhancing and protecting natural ecosystems (Hu et al., 2021). (Giachino et al., 2020) Millennials are drawn to mountain destinations for various reasons: ecology and wildlife, food and beverage, sports, relaxation, economical convenience in a trendy setting, as well as nature, wildlife, leisure, quiet, native cuisine, and sports activities. Creating a supportive environment boosts local environmental awareness. Children thrive when their community offers stability and security, enabling effective connections and application of environmental knowledge (Fisman, 2005). Visitor satisfaction drives behavioral intentions at Mount Bromo, an iconic tourist spot in East Java. Tourist satisfaction mirrors customer contentment, as visitors assess service quality and hospitality against their expectations. Emphasizing customer satisfaction is vital for sustained business success in marketing and selling products and services (Deyana Cindy & Evitasari, 2023).

The previous research conducted by Chen et al. (2023) examined rural tourism in China and explored the association between tourists' experiences and their future inclination toward green consumption. It was found that rural tourism visits served as a catalyst, generating memorable experiences in rural settings, fostering a connection to nature, and raising environmental awareness. However, the research was conducted across various rural villages in China, resulting in a gap in the study's design due to its cross-place nature that could not be generalized among each rural tourism place.

This study builds to fill the gap upon the previous research on rural tourism by focusing solely on mountain tourism experiences in Mount Bromo, East Java, Indonesia. The aim is to analyze the connection between visits to Mount Bromo and green consumption. The research focuses on how memorable mountain-based tourism experiences, feelings of connectedness with nature, and environmental awareness mediate this relationship.

RESEARCH METHOD

A memorable tourism experience is defined as a significant event remembered and recalled from a trip, often involving unexpected discoveries, or surpassing planned intentions (Tung & Ritchie, 2011). Memorable experiences are significant, surprising, or amusing events that tourists remember long-term, strengthening their connection to the destination (Cho, 2022). Tourists are in search of distinctive and memorable experiences at travel destinations, which results in their contentment and endorsement of these places (Wong et al., 2019). (Akkuş & Güllüce, 2016) memorable tourism encounters significantly enhance tourism competitiveness. These experiences, particularly when rooted in nature, offer a distinct advantage by showcasing cultural richness, natural splendor, and outdoor attractions such as the captivating Mount Bromo. Mountain landscapes not only create memorable tourist experiences but also foster a deeper connection to nature while simultaneously protecting it (Wu et al., 2022).

Hypothesis 1 (H1): Memorable Mountain-based Tourism Experience has a significantly positive effect on Connectedness to Nature.

(Mackay & Schmitt, 2019) defines the connection to nature as an individual's sensation of being one with nature, where being one signifies the blend of oneself with nature. Connectedness to nature can be defined as how individuals or communities perceive and make sense of the natural world and the environment that surrounds them (Häyrynen & Pynnönen, 2020). (Wu et al., 2022) by integrating diverse elements of mountain landscape design, memorable experiences are crafted for tourists, cultivating a heightened sense of environmental consciousness. (Pung et al., 2020) agree with the notion that the statement suggests the potential for creating unforgettable experiences, which could be influenced by peer-to-peer tour guiding and enhancing tourists' awareness of their personal experiences through engaging in flow activities.

Hypothesis 2 (H2): Memorable Mountain-based Tourism Experience has a significantly positive effect on environmental awareness.

(Kousar et al., 2022) Environmental awareness refers to an individual's understanding of the natural environment and the actions they need to take to safeguard it. Environmental awareness can be seen as the depth of emotions, level of comprehension, and readiness to adapt behaviors concerning the environment (do Paço & Raposo, 2009). (Whitburn et al., 2020) a profound sense of connection to nature shapes how people interact with it, which can lead to sensitive environmental awareness and contribute to the preservation of the environment. Recognizing the intrinsic bond between humans and nature can serve as a powerful catalyst for driving environmental conservation efforts (Mackay & Schmitt, 2019).

Hypothesis 3 (H3): Connected to nature has a significantly positive effect on Environmental awareness.

Green consumption means purchasing goods that are energy-efficient, less polluting, environmentally friendly, reusable, and biodegradable, as well as selecting items with packaging that minimizes harm to the environment (do Paço & Raposo, 2009). The choices in green consumption are shaped by consumers' historical and cultural backgrounds, as well as by the local culture and their relationship with nature at the point of purchase (Vespestad & Lindberg, 2011). Customers who prioritize factors such as product specifics and a connection to nature tend to prioritize and promote green consumption, especially considering the substantial trust consumers have in established brands (Zeynalova & Namazova, 2022).

Hypothesis 4 (H4): Connected to Nature has a significantly positive effect on Green Consumption.

Green consumption encompasses purchasing environmentally friendly products and being willing to pay extra to protect the environment, exposing the connection between people and nature through purchasing decisions (Duroy, 2005). (Bonadonna et al., 2017) confirms that Millennials exhibit a heightened awareness of environmental sustainability, leading to a greater inclination toward practicing green consumption. Environmentally conscious parents are inclined to teach their children about consuming green products and are more likely to integrate green consumption practices within their families (Gong et al., 2022).

Hypothesis 5 (H5): Environmental awareness has a significant positive effect on Green Consumption.

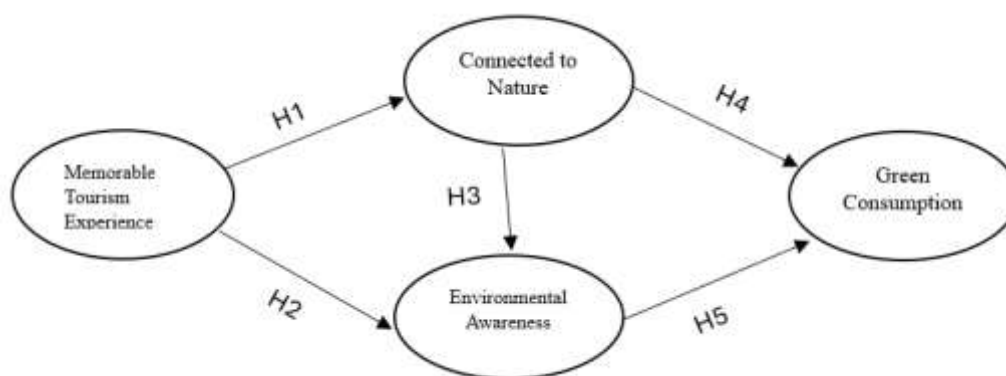


Figure 1. Conceptual framework inspired by research (Chen, et.,al, 2023)

This research utilized quantitative methods to explore the prospective mechanisms through which tourism might promote sustainable behaviors by examining the connection between mountain tourism experiences and green consumption behavior. The goal is to uncover potential pathways through which tourism could encourage sustainable practices by investigating the relationship between memorable tourism experiences and green consumer behavior. The study relies on primary data, which is collected directly from the subject of research and not sourced

from any other place. As defined by (William G. Zikmund, 2009), primary data are gathered by directly obtaining information from the research subject. In this case, the data were gathered through online questionnaires distributed to 225 respondents.

Google Forms was used for the direct distribution of these questionnaires. The study's population consists of individuals who have visited Bromo Mountain in East Java at least once. A six-point Likert scale was employed. This scale allowed participants to express their agreement or disagreement with various statements, ranging from 1 (indicating strong disagreement), to 6 (indicating strong agreement). The choice of a six-point scale was deliberate to avoid the possibility of neutral responses from the participants and the sample was selected using the purposive sampling method, which involved choosing Indonesians who had visited the Bromo Mountain tourist destination and were at least 17 years old. The data analysis technique employed in this study was Structural Equation Modeling using Smart PLS.

RESULTS AND DISCUSSIONS

The Results

The qualifications for respondents are described as follows:

Table 1. Characteristics of Respondents

Categories	Items	Amount	%
Gender	Male	143	63,6
	Female	82	36,4
	Total	225	100
Age	17-25 years old	96	42,7
	26-35 years old	84	37,3
	36-45 years old	18	8,0
	>45 years old	27	12,0
	Total	225	100
Last Education	Elementary-Middle School	3	1,3
	High School/ Equivalent	77	34,2
	Diploma/Bachelor	123	54,7
	Masters/Magisters	21	9,3
	PhD/Equivalent	1	0,4
Total	225	100	
Expenditures Per-month	Less than Rp. 1.500.000	53	23,6
	Rp. 1.500.000-Rp. 3.000.000	87	38,7
	Rp. 3.000.000-RP. 5.000.000	50	22,2
	Rp. 5.000.000-Rp. 10.000.000	33	14,7
	More than Rp. 10.000.000	2	0,8
Total	225	100	
Types of work	Civil servants/Military/Police	18	8,0
	Self Employed/Entrepreneur	58	25,8
	University Students	47	20,9
	Private Employees	66	29,3
	Ny yet working	12	5,3
	Housewife	9	4,0
	Others	15	6,7
	Total	225	100
Frequency of Visits	Once	130	57,8
	Twice	56	24,9
	More than twice	39	17,3
Total	225	100	

Testing the measurement model (Outer model)

The examination of the measurement model was conducted through validity and reliability assessments. The outcomes of these evaluations will be detailed as follows.

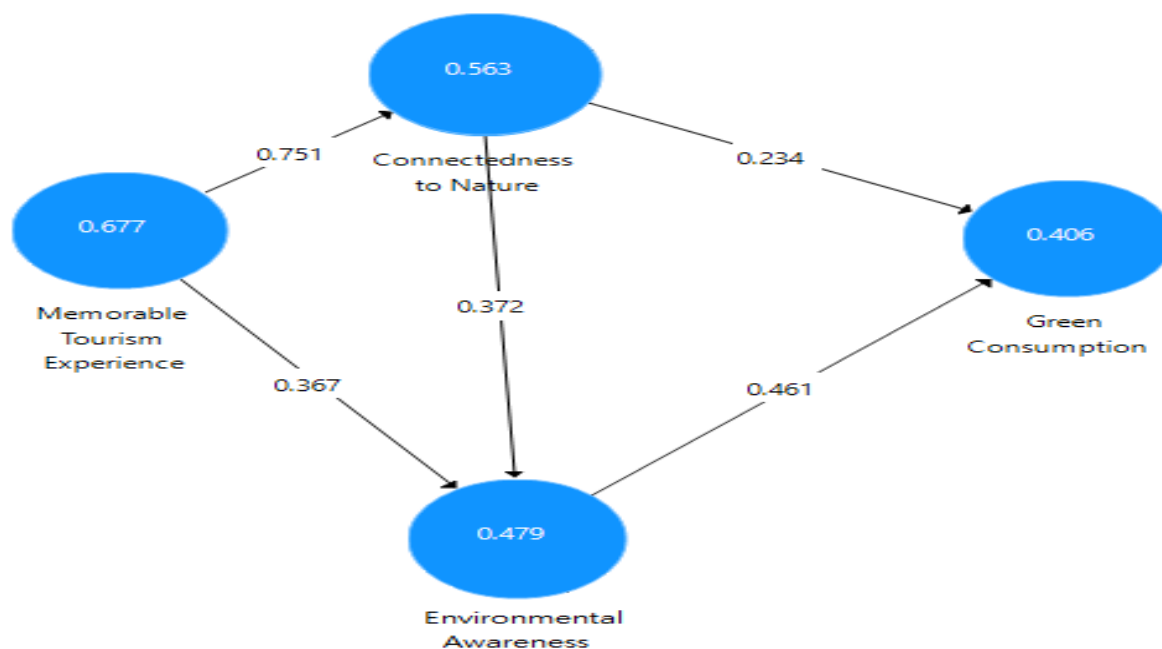


Figure 2. Outer model (primary data 2023)

The table below presents the processed data from the convergent validity test results, which are in the form of outer loading.

Table 2. Convergent Validity (primary data 2023)

Variables	Items	Outer Loading
Connectedness to Nature (CTN)	CTN1	0,760
	CTN2	0,796
	CTN3	0,813
	CTN4	0,803
	CTN5	0,573
	CTN6	0,732
	CTN7	0,709
Environmental Awareness (EA)	EA1	0,768
	EA2	0,730
	EA3	0,833
	EA4	0,691
Green Consumption (GP)	GP1	0,855
	GP2	0,881
	GP3	0,952
Memorable Tourism Experience (MTE)	MTE1	0,753
	MTE2	0,832
	MTE3	0,744

MTE4	0,887
MTE5	0,841
MTE6	0,822
MTE7	0,845

The research findings indicate that all variables meet the established criterion of having values greater than 0.50 (Hair et al., 2019), confirming the validity of the results. For example, the Memorable Tourism Experience (MTE) variable items range from 0.744 to 0.887, the Green Consumption (GP) variable ranges from 0.855 to 0.952, the Environmental Awareness (EA) variable ranges from 0.691 to 0.833 and Connected to Nature (CTN) variable ranges from 0.573 to 0.813. Consequently, based on the values presented in the table, it can be inferred that all variables in this study are considered valid.

Additionally, Table 3 below presents the outcomes of the Average Variance Extracted (AVE) value measurement.

Table 3. Average Variance Extracted (AVE) (primary data 2023)

Variables	AVE
Connectedness to Nature (CTN)	0,555
Environmental Awareness (EA)	0,573
Green Consumption (GP)	0,805
Memorable Tourism Experience (MTE)	0,671

The AVE (Average Variance Extracted) measurements in Table 3 demonstrate that all variables in this study meet the established criterion with a value exceeding 0.50, indicating stability (Hair et al., 2021). This suggests that all variables pass the validity test. For example, the variables 'Connectedness to Nature' (CTN) and 'Environmental Awareness' (EA) have AVE values greater than 0.50. The variables 'Memorable Tourism Experience' (MTE) and 'Green Consumption' (GP) have AVE values exceeding 0.60. Therefore, based on the AVE measurements, all variables in this study are confirmed to have convergent validity.

Structural Model Testing (Inner Model)

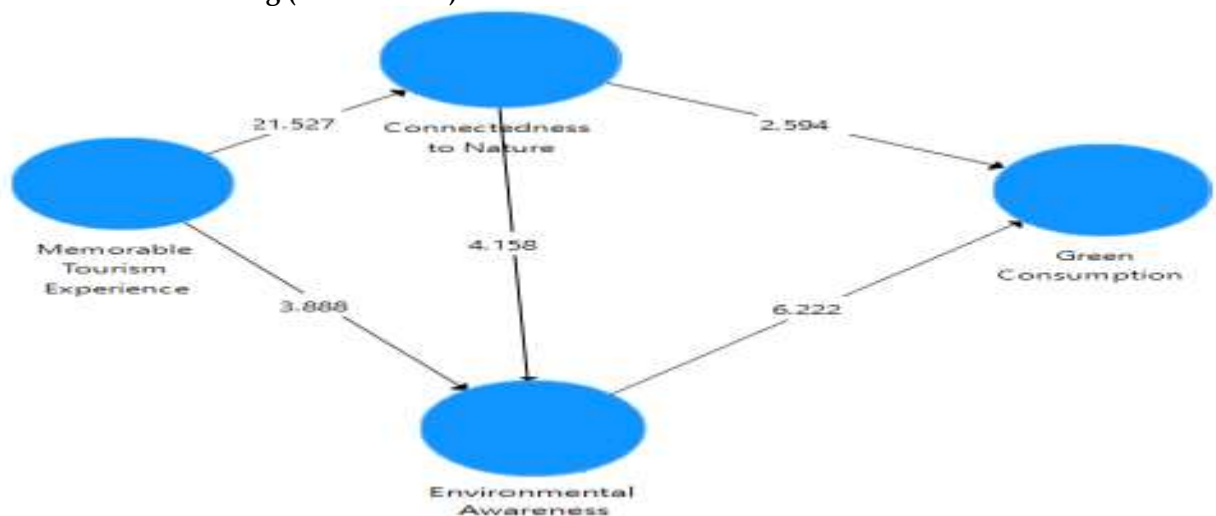


Figure 3. Inner model (primary data 2023)

Q-Square testing is employed to assess the predictive significance of endogenous constructs that are predicted by the constructs influencing them. The outcomes of the Q-Square test are displayed in the following Table:

Table 4. Q Square (primary data 2023)

Variables	Q-Square (Q ²) predict
Connectedness to Nature (CTN)	0,304
Environmental Awareness (EA)	0,266
Green Consumption (GP)	0,316
Memorable Tourism Experience (MTE)	0,449

The test outcomes in Table 4 reveal that all endogenous variables, including Connected to Nature, Environmental Awareness, Green Consumption, and Memorable Tourism Experience, have Q² values equal to or greater than 0. This implies that all endogenous variables can be considered as having predictive relevance. The variable Connected to Nature (Q² = 0.304) is predicted by Memorable Tourism Experience with a predictive relevance of 30.4%. The variable Environmental Awareness (Q² = 0.266) is predicted by both Memorable Tourism Experience and Connected to Nature with a predictive relevance of 26.6%. The variable Green Consumption (Q² = 0.316) is predicted by both Environmental Awareness and Connected to Nature with a predictive relevance of 31.6%.

Path Coefficient Test Results (Path Coefficient)

The relationship between variables can be classified as positive or negative based on the direction of the proposed variable, in comparison to the path coefficient value which ranges from -1 to +1. The process of testing a hypothesis involves evaluating the t-statistics value and P-value. If the T-statistics value exceeds 1.9708, the research hypothesis is accepted for example MTE to EA is 3.706, CTN to GP 2.828, and EA to GP is 6.298 which means both are accepted. Additionally, the hypothesis is deemed significant if the p-value is below 0.05.

Table 5. Path Coefficient (primary data 2023)

Hypothesis	β	Standard Deviation	T-Statistics	P-Values	conclusion
MTE → CTN	0,751	0,037	20,321	0,000	H1 is accepted and significant
MTE → EA	0,367	0,093	3,942	0,000	H2 is accepted and significant
CTN → EA	0,372	0,088	4,212	0,000	H3 is accepted and significant
CTN → GP	0,234	0,087	2,681	0,008	H4 is accepted and significant
EA → GP	0,461	0,073	6,350	0,000	H5 is accepted and significant

The study presents several hypotheses, all of which have been accepted and found to be significant. Each hypothesis indicates a positive relationship, as proven by a β value greater than zero. The first hypothesis (H1) shows that Memorable Tourism Experience significantly and positively influences Connected to Nature, with a beta value of 0.751, t-statistics of 20.321, and a p-value of less than 0.05. The second hypothesis (H2), despite having a t-statistics value of 3.942 which is less than 1.9708, is still accepted and found to be significant. It suggests that the Memorable Tourism Experience has a significant and positive impact on Environmental Awareness, with a beta value of 0.367 and a p-value of less than 0.05.

The third hypothesis (H3) demonstrates that Connected to Nature significantly and positively affects Environmental Awareness, with a beta value of 0.372, t-statistics of 4.212, and a p-value of less than 0.05.

The fourth hypothesis (H4) reveals that Connected to Nature has a significant and positive influence on Green Consumption, with a beta value of 0.234, t-statistics of 2.681, and a p-value of less than 0.05. Lastly, the fifth hypothesis (H5) indicates that Environmental Awareness significantly and positively impacts Green Consumption, with a beta value of 0.461, t-statistics of

6.350, and a p-value of less than 0.05. In summary, all the hypotheses suggest positive and significant relationships among the variables of interest.

The Discussions

The study aims to investigate how visiting Mount Bromo impacts environmentally friendly consumption, with a focus on factors such as memorable tourism experiences, environmental awareness, and connection to nature. Initial findings indicate that memorable tourism experiences significantly influence visitors' connection to nature at Mount Bromo. This correlates with Akkuş and Güllüce's (2016) research, which suggests that such memorable experiences enhance various aspects of tourism competitiveness, particularly by fostering a strong bond with nature. Wu et al. (2022) also support this idea, suggesting that well-designed mountain landscapes provide memorable experiences that deepen the connection to nature and contribute to its preservation. Furthermore, the study reveals that memorable tourism experiences positively affect visitors' environmental awareness at Mount Bromo, in line with Wu et al.'s (2022) findings. Pung et al. (2020) further emphasize the role of peer-to-peer tour guiding in enhancing memorable experiences and raising awareness among tourists through engaging activities.

Moreover, the research indicates that a strong connection to nature correlates positively with environmental awareness among Mount Bromo visitors. This supports Whitburn et al.'s (2020) assertion that a deep connection to nature influences individuals' environmental consciousness and contributes to biodiversity preservation efforts, a sentiment echoed by Mackay & Schmitt (2019). Additionally, the study finds that this connection to nature also influences green consumption among Mount Bromo visitors. Vespestad & Lindberg (2011) suggest that green consumption is influenced by consumers' cultural and environmental contexts, while Zeynalova & Namazova (2022) highlight the preference for organic products among those who feel connected to nature.

Lastly, the research shows that environmental awareness positively impacts green consumption among Mount Bromo visitors, consistent with Bonadonna et al.'s (2017) findings about the behavior of Millennials showed an increased environmental awareness and preference for using and consuming sustainable products. Gong et al. (2022) also support this notion, indicating that environmentally aware parents play a significant role in promoting green consumption habits within families.

CONCLUSION

The conclusions can be drawn from the results that the positive mountain tourism experience, encompasses significantly enhancing memorable mountain-based tourism experiences. These memorable experiences, in turn, foster a strong connection to nature and greater environmental awareness. This connection to nature not only boosts environmental awareness but also promotes green consumption. The study underscores that enhancing the mountain tourism experience can increase the likelihood of green consumption in Bromo. It also emphasizes the importance of memorable mountain-based tourism experiences, a deep connection with nature, and heightened environmental awareness as key mediators in the ongoing relationship between mountain tourism experience and green consumption.

There are some limitations in the research, and additional advances in this research are deemed necessary as certain constraints need to be acknowledged while evaluating the findings. Firstly, the time frame within which respondents had last visited Mount Bromo was not limited in the research. This is significant as the conditions and regulations at Mount Bromo may have changed since their last visit. For future researchers, it is recommended that the timeframe of the visit for the respondents be specified for time. Secondly, the criteria for differentiating between seasons, such as the rainy and dry seasons, were not clearly defined in this study. This is essential

as each season brings its unique circumstances and difficulties. It is recommended that Future researchers consider specifying the seasons of the visit for the respondents.

Practical implications for the administrators of Bromo tourism, businesses, and other stakeholders are provided by this comprehensive study. The prioritization of the park's sustainability by the management of Mount Bromo National Park is emphasized, especially as tourists become more environmentally conscious. The implementation and enforcement of stricter regulations are deemed crucial to enhance the park's sustainability and ensure its preservation for future generations. Moreover, the consideration of offering eco-friendly products and services by businesses around Mount Bromo, such as guesthouses, food shops, local shops, and any other business around Bromo, is suggested. This initiative aligns with the increasing environmental awareness among Bromo visitors who value the preservation and protection of the environment.

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