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Tourism Destination: The Role of Beach Tourism Experience Affect Green Consumption on Parangtritis Beach Yogyakarta, Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Beach has become a part of tourism experience and it is one of the most important motivators for tourism. In order to attract tourists to come to visit, a beach should have a favorable image. Furthermore, nature and environmental awareness by tourists in a beach destination are also considered to be very important to influence the spread of positive green consumption towards a beach destination. However, in the context of tourist destinations, these concepts have never been empirically investigated. Therefore, the aim of this research is to extend the theoretical concepts and evaluates the empirical evidence of the relationship between tourism experience, connectedness to nature, environmental, green consumption towards Parangtritis beach. The result drawn from a sample of 226 domestic tourists in Yogyakarta (117 men, 109 women; age rage 18-60

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years), between September 2023 and December 2023, show that tourism experience, connectedness to nature, environmental awareness and green consumption has a significant influence on Parangtritis beach. Furthermore, this study reveals that the development of a beach in a tourism destination is only possible if the beach is simultaneously developed into an attractive destination

Keywords: Tourism experience; connectedness to nature; environmental awareness; green consumption.

1. INTRODUCTION

The Indonesia's extensive coastline, spanning over 81,000 km, holds significant potential for sustainable development. Coastal regions are key hubs for various activities, particularly in provinces like Parangtritis, where beach tourism is a focal point. While domestic tourism dominates Parangtritis, there is room for improvement and development, considering its accessibility and potential compared to neighboring destinations. The goal is to organize Parangtritis as a representative tourist area, enhancing the quality of tourist attractions and the surrounding environment. Marine tourism development can take various forms, from natural beauty to cultural traditions, surfing, and fishing [1-6].

Indonesia, with its vast marine resources, has the potential to provide livelihoods for coastal communities. However, the reality often differs from the expected quality of life for those reliant on natural resources. The tourism sector, though vulnerable to changes, can be a significant contributor to the economy and employment opportunities [7-11]. Tourism is described as a combination of tourists, destinations, travel, and industry elements. Its potential economic impact necessitates holistic management covering various aspects. Regional tourism economy heavily depends on the number of tourists, emphasizing the need for serious management and planning [12,13]. Governments play a crucial role in tourism development through regional planning, infrastructure construction, policy formulation, and regulation enforcement [14-18].

The destination community also contributes significantly, serving as attractions, guides, environmental protectors, information providers, and rescue workers. In terms of coastal tourism, there's limited research on the antecedents of tourist loyalty [19-22]. Factors such as service quality, perceived value, destination image, and satisfaction influence loyalty [23-27]. However, the relationship between attitudes and behavior, especially in beach tourism, lacks empirical evidence. Tourist satisfaction is vital, with expectations playing a crucial role [28-32]. Satisfied tourists are more likely to return and recommend destinations, emphasizing the importance of perceived service quality and value. As tourism evolves, understanding and adapting to changing customer expectations is essential.

2. MATERIALS AND METHODS

Regional development planning can be defined in many ways. According to World Bank (1975), regional development relates to a process of growth, renewal, and improvement (Ajala, 2008). While Tosun and Jenkins (1996) stated that regional planning is an effort to plan for regions in a country that the best potential location of industry is guaranteed and economic gap among regions may be minimised. The main focus of regional planning is to solve the problems of the regions and to embed their plans into the national development plan of a country [33].

Despite the mentioned growing interest in sustainable entrepreneurial ecosystems (EEs), the need of rural tourism businesses to cooperate and the increasing awareness of the potential of lifestyle entrepreneurs in providing particularly interesting and innovative businesses, their role in contributing to sustainable EEs has been largely neglected. Cunha et al. [34].

2.1 Rural Tourism Experience

The tourism sector plays a vital role in fueling Indonesia's economic growth, with a consistent upward trend in its contribution, as highlighted by Subandi (2011). The growth of this industry hinges on the interplay between demand and supply. Notably, emerging travel trends underscore a widespread focus on authentic tourism experiences. Both tourists and consumers are increasingly drawn to genuine

travel experiences that reflect real ways of life, incorporating active and guided forms of entertainment (Subandi, 2011).

Indonesia's tourism policy aligns with these trends, actively promoting the establishment of tourist villages. The Ministry of Tourism and Creative Economy has implemented policies to foster village tourism programs in line with this evolving landscape. In line with global perspectives, the United Nations World Tourism Organization (UNWTO) emphasizes the substantial socio-economic contributions and community empowerment that can result from the development of cultural tourism and partnerships between tourism and culture (Juliana Juliana, 2022).

The process of establishing nature-based tourism typically involves three primary phases: planning, implementation, and evaluation [35]. During the planning stage, a crucial initial step is to evaluate the existing physical conditions of the intended tourism destinations [36]. This assessment, combined with additional data on social, economic, legal, and other relevant factors, enhances the development of more practical and well-founded planning [36]. The focus on physical assessment proves especially valuable in prioritizing the development of amenities, such as infrastructure and facilities, essential for supporting tourism activities (L Y Irawan, 2014)

As the global population expands, the escalating demand for services and goods poses a significant threat to the current and future well-being of the planet. Various sustainability challenges, including climate change, particulate matter, responsible resource utilization, freshwater eutrophication, and human toxicity, loom large. The environmental impact of an average citizen is primarily influenced by factors such as food consumption, housing, heating, and transportation, with the latter driven by the increasing reliance on private automobiles among the expanding middle class.

Rural tourism serves as a platform that brings together individuals from diverse cultural backgrounds, lifestyles, and nations, fostering interaction and expanding their knowledge and experiences. This form of tourism not only generates numerous job opportunities for the local community but also enriches the social, cultural, and educational perspectives of the stakeholders involved. Rural tourism functions as a tool for rural development, aiming to boost productivity, increase income, and create lasting advantages for villagers. The scope of rural tourism encompasses various forms and is pursued for a range of reasons. It represents an innovative approach to stimulate and revitalize economic growth in rural areas, especially where traditional agriculture faces challenges. This approach contributes to transforming dispersed marginal agricultural areas into hubs for adventure tourism or cultural tourism. Moreover, rural tourism plays a crucial role in conserving local resources, which are often threatened by the homogenizing effects of globalization (Seal, 2022).

Various expressions of tourism reconnect visitors with nature, their roots, authenticity, and fundamental living values. This broad concept is increasingly recognized globally under the umbrella term of rural tourism. Rural tourism encompasses more than just vacations in rural settings; it includes a spectrum of tourist activities occurring in these areas. Consequently, "rural tourism provides a chance for diverse segments of the local community to engage in the advancement of tourism development in rural areas" (Tanja Stanisic, 2020).

2.2 Connectedness to Nature

In recent decades, the literature on conservation has increasingly emphasized the significance of human-nature relationships, advocating for the reconnection of people with nature to promote conservation outcomes and sustainable transformations. Scholars have explored human connections with nature through various definitions and frameworks, such as nature connectedness, environmental identity, inclusion with nature, nature relatedness, and human-nature connection or connectedness. While these constructs exhibit nuance, they share commonalities, often referring to a subjective and personal sense of interrelationship between humans and the natural world. This connection is typically considered relatively stable over time and encompasses thoughts, emotions, and behaviors (Melissa Anne Hatty).

Internationally, there is a widespread acknowledgment that cultivating stronger ties with nature provides a remedy for the interconnected challenges of environmental degradation, climate change, and human well-being issues. The calls for reestablishing the connection between humans and nature in order

to address urgent nature and climate crises are increasing in both quantity and intensity. Esteemed organizations such as the United Nations [33] and the World Economic Forum [34] underscore the critical and imperative nature of repairing our relationship with the natural world. While many solutions will target more profound leverage points at the national and global levels, there is a simultaneous need for concerted efforts directed at individuals and communities to foster a closer connection to nature and create conducive environments for flourishing (David Sheffield, 2022).

H1. Memorable rural based tourism has positive impacts on connectedness to nature.

2.3 Environmental Awareness

Humanity is grappling with numerous environmental challenges due to changes in the Earth. Identifies four primary environmental issues: climate change, air pollution, water availability and quality, and land-use change. Among these, climate change poses a significant global threat. Despite this, there is a lack of awareness among many individuals, and some fail to recognize the human impact on Earth's climate, as noted by Cicerone and Nurse (Dirtya S. Paradewari, 2017).

Most research exploring the positive impacts of interactions with natural environments, as opposed to urban ones, is situated within the realm of "restorative environments research" (Hartig et al., 1996). Scholars in this field primarily investigate nature's ability to restore depleted cognitive (Kaplan and Kaplan, 1989; Kaplan, 1995; Kaplan and Berman, 2010) or emotional resources (Ulrich et al., 1991). Notably, the natural environments typically presented to participants in restoration experiments—or the settings in which they are immersed—are often relatively ordinary natural landscapes. These may include gardens, parks, waterfronts, or similar types of nature that are considered to be only mildly captivating (i.e., they moderately capture attention in a pleasant manner; Herzog et al., 1997). The choice of ordinary nature as stimulus material is generally driven by the fact that such environments induce low arousal, thereby supporting the restoration process (Joye, 2015).

H2. Positive impacts on nature connectedness result from memorable experiences in rural tourism.

H3. Memorable rural-based tourism experiences has positively influence environmental awareness.

2.4 Green Consumption

The adoption of green consumption has seen an increase not only in developed countries but also in emerging economies. Green consumers are individuals who participate in actions that enhance social and environmental outcomes while contributing to consumer well-being. Green consumption involves making choices that align with environmental conservation, aiming to benefit both current and future generations. This concept places the responsibility on consumers to address environmental issues by embracing eco-friendly behaviors, such as using organic products, clean and renewable energy sources, and supporting businesses with minimal environmental impact (Haba, 2023).

Green consumption involves adopting behaviors that alleviate environmental impact, such as opting for vehicles with lower energy consumption, utilizing public transportation, conserving water, and endorsing the recycling of product packaging. Since the inception of the green consumption concept, it has evolved continuously, necessitating research to elucidate its characteristics. Furthermore, green consumption is intricate and all-encompassing, demanding a more systematic approach to behavior. Clearly defined characteristics of green consumption aid in discerning various green consumption behaviors, facilitating better guidance for individuals to engage in environmentally friendly consumption. Li, [37].

H4. Connectedness to nature positively influence green consumption.

H5. Environmental awareness positively influences green consumption.

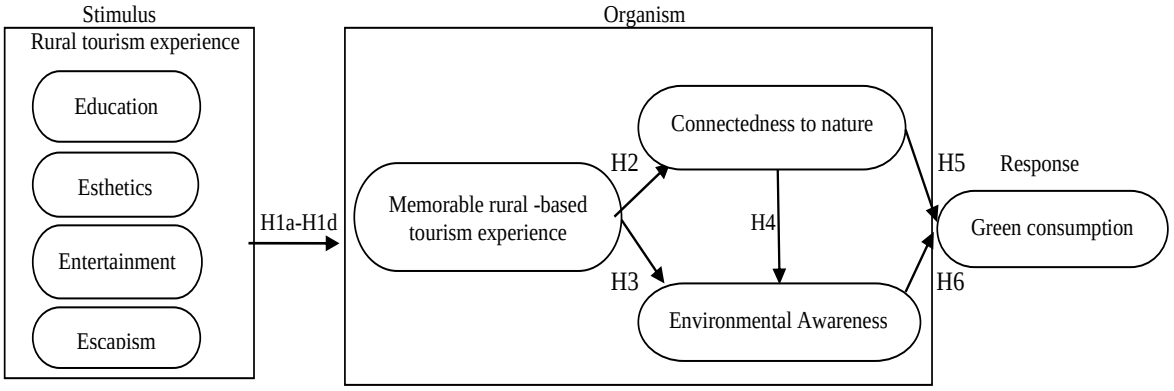
3. RESULTS AND DISCUSSION

The study was conducted using a paper-based questionnaire and an online questionnaire. The number of respondents who participated in this study was his 226. However, only 226 answers are available. Therefore, this study uses the collected 226 useful data.

The results of the research analysis are presented through descriptive analysis of

respondent characteristics, descriptive analysis of responses, description of validity and reliability tests, normality tests, outliers, goodness of fit measurements, and model hypothesis testing. This study uses structural equation modeling (SEM) as a data analysis tool. More specifically, PLS was used to analyze the collected data. As already mentioned, 226 questionnaires were collected.

Details of the questionnaire are provided in the Table 2. The population of this study consists of domestic tourists or Indonesians aged 15 to 55 who are visiting Yogyakarta or have visited Yogyakarta in the past five years. The sampling method in this study was non-probability random sampling using pragmatic techniques.



Picture 1. Research model

Table 1. Respondent demography

Respondent	Amount	Percentage
Gender		
Male	117	52%
Female	109	48%
Age		
< 20 Years	15	7%
20 – 29 Years	67	30%
30 – 39 Years	57	25%
> 39 Years	87	38%
Last Education		
Junior High School	40	18%
Senior High School	79	35%
Bachelor	70	31%
Masters	37	16%
Expenses		
≤ Rp 2.000.000	25	11%
Rp 2.000.001 – Rp 5.000.000	99	44%
Rp 5.000.001 – Rp 10.000.000	57	25%
> Rp 10.000.000	45	20%
Job		
Civil Servants	57	25%
Self-Employed	20	9%
Students	92	41%
Private Employees	40	18%
Not Working/Housewife	17	8%

Of the total respondents of 226 people, 117 respondents (52%) were men and the remaining 109 respondents (48%) were women. In the age category, the largest number of respondents were respondents aged over 39 years with 87 respondents (38%), followed by 20 - 29 year olds with 67 respondents (30%), 30 - 39 year olds with 57 respondents (25%) and ages < 20 years as many as 15 respondents (7%). In the last education category, the majority of respondents had a high school/equivalent education level of 79 people (35%), followed by a Diploma/Bachelor degree of 70 people (31%), elementary school-junior high school of 40 people (18%) and Masters degree of 37 people (16 %). In the expenditure category, the most respondents had monthly expenditure of IDR 2,000,001 – IDR 5,000,000, 99 people (44%) and the least had expenditure of ≤ IDR.

Descriptive statistical analysis provides a general description of the items used in the research. From the test results, which can be seen in Table 2, it shows that all measurement items have an affirmative response because they are in the value range 4.33 – 5.15. For example, the Connectedness to Nature variable has an average value for measurement items in the range 4.39 – 5.04. The Environmental Awareness variable has an average value for measurement items in the range 4.98 – 5.11. The Green Consumption variable has an average value for measurement items in the range 4.90 – 4.96. The Memorable Tourism Experience variable has an average value for measurement items in the range 4.63 – 4.89. Furthermore, the Rural Tourism Experience variable has an average value for the measurement items in the range 4.36 – 4.85.

3.1 Measurement Model Testing (Outer Model)

3.1.1 Validity and reliability test

Testing the validity of the measurement model was carried out by testing convergent validity (outer loading and Average Variance Extracted or AVE) and discriminant validity (Fornell-Larcker Criterion and Heterotrait-monotrait or HTMT) (Henseler et al., 2014). The acceptance criteria for outer loading and AVE are > 0.5 (Hair et al., 2019, p. 151), while for HTMT it must be greater than 0.85 (Henseler et al., 2015) and the discriminant validity of the Fornell-Larcker Criterion requires a square root value AVE must be greater than the correlation value between variables (Fornell and Larcker, 1981).

The results of the convergent validity test can be seen in Table 3.

Table 2. Descriptive statistics

Variable	Items	Mean	SD	Detail
Connectedness to Nature (CTN)	CTN1	4.86	0.963	Valid
	CTN2	4.71	1.081	Valid
	CTN3	4.82	1.013	Valid
	CTN4	4.80	1.085	Valid
	CTN5	4.77	1.007	Valid
	CTN6	4.39	1.264	Valid
	CTN7	5.04	0.951	Valid
Environmental Awareness (EA)	EA1	5.00	0.964	Valid
	EA2	5.10	0.874	Valid
	EA3	5.11	0.890	Valid
	EA4	4.98	0.914	Valid
Green Consumption (GP)	GP1	4.90	0.963	Valid
	GP2	4.95	0.878	Valid
	GP3	4.96	0.918	Valid
Memorable Tourism Experience (MTE)	MTE1	4.89	0.887	Valid
	MTE2	4.73	0.870	Valid
	MTE3	4.72	0.881	Valid
	MTE4	4.79	0.856	Valid
	MTE5	4.63	0.972	Valid
	MTE6	4.72	0.934	Valid
	MTE7	4.75	0.933	Valid

Tabel 3. Outer loading dan Average Variance Extracted (AVE)

Variable	Items	Outer Loading	AVE
Connectedness to Nature (CTN)	CTN1	0.875	0.677
	CTN2	0.807	
	CTN3	0.864	
	CTN4	0.892	
	CTN5	0.884	
	CTN6	0.777	
	CTN7	0.736	
Environmental Awareness (EA)	EA1	0.891	0.802
	EA2	0.898	
	EA3	0.916	
	EA4	0.878	
Green Consumption (GP)	GP1	0.885	0.829
	GP2	0.930	
	GP3	0.917	
Memorable Tourism Experience (MTE)	MTE1	0.899	0.769
	MTE2	0.882	
	MTE3	0.788	
	MTE4	0.868	
	MTE5	0.890	
	MTE6	0.910	
	MTE7	0.898	

Table 3 shows that all variable items have values that meet the criteria, namely in the range 0.736 to 0.930. The results of measuring the AVE values presented in Table 3 show that all variables meet the desired criteria, namely being above 0.50 (Hair et al., 2019) with AVE values in the range 0.677 to 0.829. By fulfilling the criteria in the AVE test, it indicates that all variables are declared convergently valid.

Discriminant validity is the ability of a variable to differentiate itself from other research variables in the measurement model used for research. In Fornell-Larcker Criterion Table 4, we can see that all square root AVE values for each variable are greater than the correlation values between variables. In HTMT Table 4, it shows that all values exceed the acceptance criteria of 0.85. By achieving the acceptance criteria in these two tests, all variables can be declared discriminantly valid.

After conducting convergent validity and discriminant validity tests, proceed with reliability tests. Reliability test parameters are based on Cronbach's Alpha values and Composite Reliability (CR). The acceptance criteria for both tests is that it must be greater than 0.6 (Hair et al., 2021, p. 80; Janssens et al., 2008; Nunnally, 1975). The results of the reliability test on the outer model can be seen in Table 5.

Table 4. Discriminant validity test

	Fornel-Larcker Criterion						Heterotrait-monotrait (HTMT)			
	CTN	**EA**	**GP**	**MTE**	**RTA**		**CTN**	**EA**	**GP**	**MTE**
CTN	0.823					CTN				
EA	0.686	0.896				EA	0.737			
GP	0.573	0.624	0.911			GP	0.623	0.684		
MTE	0.803	0.620	0.563	0.877		MTE	0.782	0.663	0.611	
RTA	0.735	0.540	0.534	0.852	0.827	RTA	0.834	0.608	0.613	0.780

Table 5. Variable reliability test

Variable	Cronbach's Alpha	Composite Reliability
Connectedness to Nature	0.919	0.936
Environmental Awareness	0.918	0.942
Green Consumption	0.897	0.936
Memorable Tourism Experience	0.950	0.959
Rural Tourism Experience	0.845	0.896

Table 5 shows that all variables have Cronbach's Alpha and Composite Reliability values greater than 0.6. The higher the Cronbach's Alpha and Composite Reliability values indicate a high level of reliability. By achieving the acceptance criteria, it can be concluded that all variables are declared reliable.

3.1.2 Structural model testing (Inner Model)

Testing of the structural model (Inner Model) was carried out using collinearity tests, path coefficient tests, coefficient of determination tests and Q-Square. To test the model, a bootstrapping technique was used with 500 subsamples. The following is an image of the bootstrapping test results.

Collinearity testing refers to the degree of relationship between two or more variables in a measurement model. High collinearity can interfere with or affect the interpretation of analysis results and the reliability of the research model. The collinearity test was carried out using the Variance Infation Factor (VIF) value (Hair et al., 2021). The acceptance criteria for VIF is < 5. The test results can be seen from Table 6.

Based on the test results presented in Table 6, it is known that there are no symptoms of critical collinearity. This is because the VIF value for the research variable is smaller than 5. For example, the VIF value between Connectedness to nature (CTN) and Environmental Awareness (EA) is 3,093 < 5.

To find out how much ability the independent variable has in explaining the dependent variable, the R-Square coefficient of determination test is used. The results of the coefficient of determination test can be seen in Table 7.

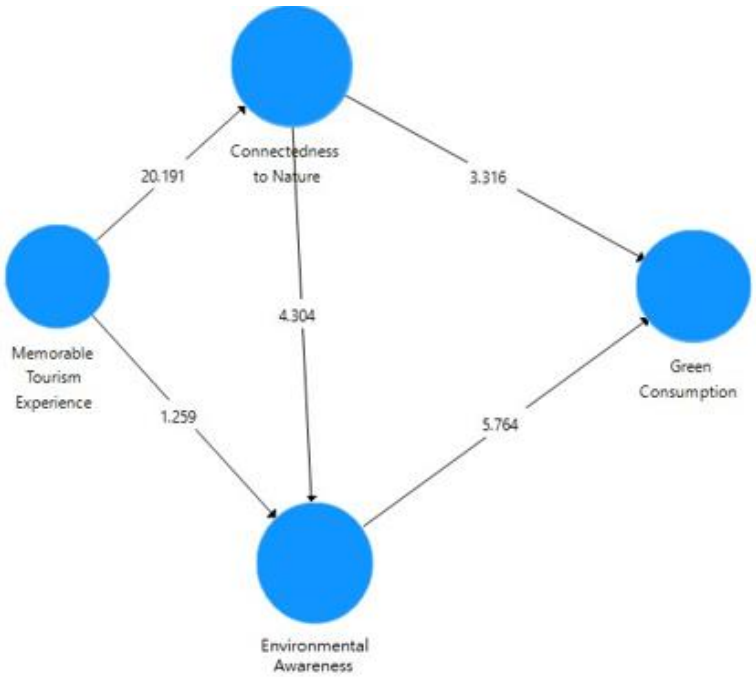


Fig. 1. Bootstrapping test results

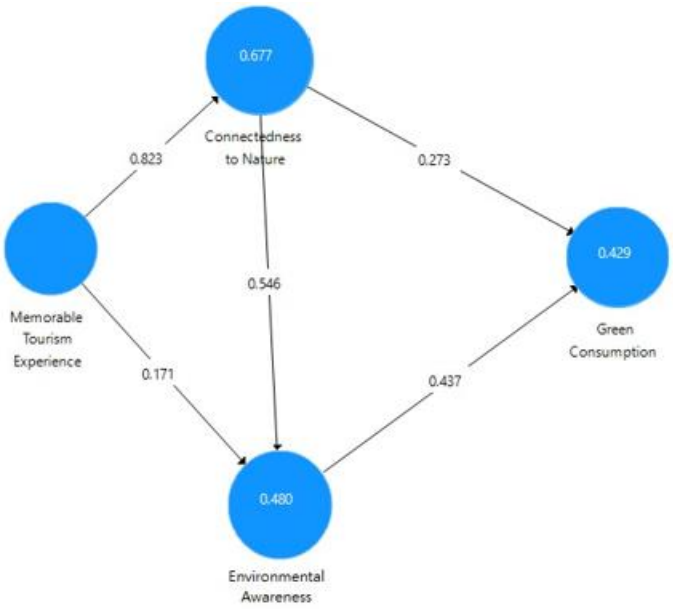


Fig. 2. Final structural model

Table 6. Collinearity test VIF

Variance Infation Factor			
EA	**GP**	**MTE**	**RTA**
3.093	1.890		
	1.890		
3.093			
		1.000	

Table 7. Coefficient test determination R-Square

Variable	R-Square	R-Square Adjusted
Connected to Nature	0.677	0.675
Environmental Awareness	0.480	0.476
Green Consumption	0.429	0.424
Memorable Tourism Experience	0.778	0.777

The results of the coefficient of determination test using R-Square in Table 7 show that all exogenous research variables are able to explain endogenous variables. This is because the R-Square value produced for all variables is included in the moderate category (0.3 (0.33 < R2 < 0.67). The R-Square value for the Connected to Nature variable is 0.677, meaning that it can be explained by the independent variable Memorable Tourism Experience of 67.7 %. This means that there are 32.3% other factors outside this research that can explain the Connected to Nature variable. The R-Square value for the Environmental Awareness variable is 0.480, meaning that it can be explained by the independent variables Memorable Tourism Experience and Connected to Nature at 48.0%. This means that there are 52% of other factors outside this research can explain the Environmental Awareness variable. The R-Square value for the Green Consumption variable is 0.429, meaning that it can be explained by the independent variables Environmental Awareness and Connected to Nature at 42.9%. This means that there are 57.1% other factors outside This research can explain the Green Consumption variable. The R-Square value for the Memorable Tourism Experience variable is 0.778, meaning that it can be explained by the independent variable Rural

Tourism Experience of 77.8%. This means that there are 22.2% other factors outside this research that can explain the Memorable Tourism Experience variable.

Next, the Q-Square test is used to determine the predictive relevance of endogenous constructs predicted by the constructs that influence them.

Based on the test results in Table 8, it can be seen that all endogenous variables including Connected to Nature, Environmental Awareness, Green Consumption and Memorable Tourism Experience have Q2 values ≥ 0. This means that all endogenous variables can be declared predictive. The Connected to Nature variable (Q2 = 0.450) was predicted by Memorable Tourism Experience at 45.0%. The Environmental Awareness variable (Q2 = 0.373) was predicted by Memorable Tourism Experience and Connected to Nature at 37.3%. The Green Consumption variable (Q2 = 0.349) was predicted by Environmental Awareness and Connected to Nature at 34.9%. Then the Memorable Tourism Experience variable (Q2 = 0.593) was predicted by Rural Tourism Experience at 59.3%.

After carrying out the coefficient of determination and Q-Square tests, proceed with the path coefficient test. The path coefficient refers to the direction of the variable relationship which is indicated by the β value. The direction of the relationship between variables can be said to be positive or negative depending on the direction of the hypothesized variable and compared with the path coefficient value between -1 to +1. Hypothesis testing is carried out by considering the t-statistics value and P-Value. The research hypothesis is accepted if the T-statistics value is greater than 1.9708. Furthermore, the hypothesis is declared significant if the p-value is less than 0.05. The results of the research hypothesis test can be seen in Table 9.

Table 9 shows the values from the path coefficient test results to determine whether the hypothesis is accepted or not. From the results of this test, one hypothesis was rejected, namely the relationship between memorable tourism experience and environmental awareness. For an explanation of the test results, see the following description.

1. The results of the hypothesis of the relationship between Rural Tourism Experience (β = 0.882; t-statistics = 50.696 > 1.9708; p-value = 0.000 < 0.05) on Memorable Tourism Experience are declared acceptable with significant results (H1). Therefore, it is known that Rural Tourism Experience has a positive and significant effect on Memorable Tourism Experience.
2. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.823; t-statistics = 20.191 > 1.9708; p-value = 0.000 < 0.05) on Connected to Nature are declared acceptable with significant results (H2). Therefore, it is known that Memorable Tourism Experience has a positive and significant effect on Connected to Nature.
3. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.171; t-statistics = 1.259 < 1.9708; p-value = 0.209 > 0.05) on Environmental Awareness were declared rejected with insignificant results (H3). This means that Memorable Tourism Experience has no influence on Environmental Awareness.
4. The results of the hypothesis of the relationship between Connected to Nature (β = 0.546; t-statistics = 4.304 > 1.9708; p-value = 0.000 < 0.05) on Environmental Awareness are declared acceptable with significant results (H4). Therefore, it is known that Connected to Nature has a positive and significant effect on Environmental Awareness.
5. The results of the hypothesis of the relationship between Connected to Nature (β = 0.273; t-statistics = 3.316 > 1.9708; p-value = 0.001 < 0.05) on Green Consumption are declared acceptable with significant results (H5). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.
6. The results of the hypothesis of the relationship between Environmental Awareness (β = 0.437; t-statistics = 5.764 > 1.9708; p-value = 0.000 < 0.05) on Green Consumption are declared acceptable with significant results (H6). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.

Table 8. Uji Q-Square

Variabel	R-Square
Connected to Nature	0.677
Environmental Awareness	0.480
Green Consumption	0.429
Memorable Tourism Experience	0.778

Table 9. Uji hypothesis

Hypothesis	β	Standard Deviation	T-Statistics	P-Values
MTE → CTN	0.823	0.041	20.191	0.000
MTE → EA	0.171	0.136	1.259	0.209
CTN → EA	0.546	0.127	4.304	0.000
CTN → GP	0.273	0.082	3.316	0.001
EA → GP	0.437	0.076	5.764	0.000

4. CONCLUSION

This study investigates the impact of beach tourism experience on green consumption in Parangtritis Beach, Bantul, Yogyakarta. It explores the relationships among rural tourism experience, memorable tourism experience, connection with nature, environmental awareness, and green consumption, providing empirical evidence for the tourism industry, particularly in Yogyakarta.

The study, based on survey data from Indonesians who visited Yogyakarta in the past five years, reveals significant findings. All six hypotheses proposed were accepted, indicating that rural tourism experience, memorable tourism experience, connection with nature, and environmental awareness significantly influence green consumption.

Despite Yogyakarta's strong tourism industry, driven by its tourist-friendly environment, Javanese culture, and historical sites, the study suggests that the aspect of rural tourism experience has a weaker impact on green consumption compared to other variables. Yogyakarta's image is well-established as a shopping and tourism destination, and tourists prioritize positive perceptions of the overall destination rather than focusing on promoting green consumption.

The findings suggest that while Yogyakarta excels as a tourist city, there is room for improvement in promoting environmentally conscious behaviors among tourists. The study emphasizes the need for a balanced approach to further develop Yogyakarta's tourism industry, considering both its established image and the potential for fostering sustainable practices.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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