

# Factors influences tourist's waste reduction behavior while traveling

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**Abstract---Propose:** *This paper assesed to shed a light and give an extending understanding tourist waste reduction behavior and identifying the factors and its influence on intention to reduce waste. Data were collected through survey questionnaires with convience sampling method sampling. The data collected from 265 domestic tourist and international tourist visiting Bali, Indonesia and analyzed with multiple regression analysis to examine the relationship between personal norm, altruistic value, destination, green image, and attitude and intention behavior toward waste reduction. The study found that personal norm, altruistic value, destination, green image are associated the tourist attitude toward pro-environmental behavior and personal norm have a direct and indirect relationship on the intention to reduce waste through Attitude. Although, we found that altruistic value, destination green image has a positive influence on Attitude, these variables are has no significant relationship with behavior intention toward waste reduction. In addition, this study revealed that the type of tourist does not moderate the tourist pro-environmental behavior. This study empirically described that there is no different between both international and domestic tourist in pro-environmental behavior while traveling. This research provides an extending knowledge to the literature in the field of pro-environmental tourist behaviors. This result could be assets for other researcher with the similar interest and address the issues. The findings would hold implications for policymaker, as well as tourism and travel agency, tourism destination researchers and practitioners.*

**Keyword---***waste reduction, pro-environmental behavior, Indonesia, intention behavior, TPB*

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## I. Introduction

Nowadays, ecotourism has become a popular concept of tourism in Indonesia due to its rich potential of natural and cultural resources [1]. Tourism factors is considerably one of the global fastest growing market. The increasing demand in tourism industries has a potential positive contribution to the global economic. Moreover, the growth brings an enormous benefit to the tourist destinations in any sides such as boosting the local economics, providing more opportunities to the social in terms of creation of new jobs, infrastructures and so on. However, tourism activities is not only improves the economics, socio-cultural and environment but also bring about a negatives effect on the public policy [2] local environment, local communities and economics. This is related with the highest concern now days about human awareness of environmental condition and global warming [3].

Study related to the tourism activities and environmental negative impact [4]. explained that waste generation flows and mass tourism might cause an environmental degradation to a tourist destination, and described that 1% tourist growth on arrival would generate 1.25% raise of waste disposal and would lead to an increase of municipal solid waste generation of

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0.51%. Again another study showed that Tourists have low involvement in accountable to the environment issues, described that only 1 out of 20 tourist are supported the environment by an environmentally friendly consumption behavior. This study would hope to give a contribution to tackle these issues by studying the tourism pro-environmental behavior.

The Area of tourism pro-environmental behavior has been increased its interest in different context. This scope has become a distinguish topic interest for psychology [5], social campaign [6] and public policy. The increasing understanding among scholars in the field that research has focussed narrowly on green consumption, while the investigation focused on tourist psychology and behavior and its influence on pro-environmental behavior (intention to reduce waste while traveling) has not received much intention under investigation. Few considerations that not been adequately addressed in previous studies, lack of robust model, existing inconsistency finding motivates the author to develop an alternative framework related to this issue. This article unveiled the impact of tourist psychology on pro-environmental behavior, with the aims to determine the tourist psychology factors that influence their intention to reduce waste reduction.

Few scholars has conducted a studies on tourist psychology and behavior its influence on the environmental issue previously argued that Theory of Planned Behavior (attitude, intention behavior, subjective norm, and perceived behavior control) is a fundamental theory to predict Individuals' waste reduction intention [7, 8, 9]. Due to the consideration, author conceptualized the model based on the previous argument from prior researches that altruistic value, personal norm, tourist destination green image as a better indicator to predict a tourist intention behavior. The research hopes to fill the gap in these issues and provide a robust result to the literature.

The finding is expected to answers on which factors positively influence the tourist waste reduction intention? How does attitude mediate the relationship between altruistic value and waste reduction intention? And how does the type of tourism moderated the role on relationship between tourist psychology factors and waste reduction intention? The main purpose of this study is to develop extending body knowledge on tourist behavior on waste reduction and also aims to shed a light on some factors that influence the tourist intention to reduce waste. With an objective to give an additional insight to this border area in order to increase the tourist responsibility toward the environment, to minimize the harm to the environment and keep the tourism market sustainable.

To address to research questions, first we explore the tourist behavior construct that influence waste reducing intention by examining the relationship between altruistic value, attitude, personal norm, green image of the tourist destination on waste reduction intention. Second, identify the mediating role of attitude on altruistic value and waste reduction intention. Lastly, we examine the moderating role of type of tourists (domestic and International).

## **II. Literature review**

The theory of planned behavior has been adopted by scholars and applied in pro-environmental behavior [10] various context in pro-environmental related; recycling, engaging in sustainable buying behavior, reused behavior, waste reduction behavior. Several researches asserted to investigate the relationship between attitude and intention behavior in many ways with a different st of measurement [2]. These empirical studies gives a different findings, to our knowledge none of the previous studies in the the same context conducted in Indonesia. Thus, authors distinguishes the moderating role of type of tourist.

Literature of pro-environmental behavior significantly linked to positive attitude and intention behavior which argued by scholars that the theory of plan behavior (attitude and intention behavior) is fundamentally applied to examined an individuals' behavior intention. This Researchers implemented the theory of Planned behavior in order to obtain and also to contribute extensive knowledge of tourist pro-environmental behavior, specifically on tourist waste reduction behavior,

personal norm, altruistic value and Tourist destination green image and the moderating role of the types of tourist( local tourist and Foreigner tourist).

#### *Attitude and intention behavior to reduce waste*

Attitude toward behavior is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor”. It’s refers to one’s emotion, feeling and reaction toward a particular issues, person or object, negative or positive, like or dislike, favorable or disfavorable, good or bad [11] Thus, positive Attitude toward environment refers to an environmental support of an individual, this tendency associate with a given behavior.

Studies has found that the degree of individual attitude toward environment increased their intention to be more engaged and willing to sacrifice to take an action in pro-environmental behavior (i.e. when an individuals are worried about the impact of their activities on the environmental issue, they are more likely engaged in reducing the environmental harm in so many ways, recycling, consume environmental friendly product, reduce their waste) [12, 13]. Moreover, individuals with a positive attitude toward the behavior tend to be behaves environmentally friendly and engaged more in in pro-environmental while traveling. Tourist has a positive environmental attitude low-cost-environmental behavior.

Several studies investigated the link between environmental attitude and pro-environmental behavior [2, 5, 14] argued that attitude is a better predictor in predicting an individual intention behavior. Again, research found that attitude toward environment and waste reduction has a positive significant influence on pro-environmental Intention behavior [5, 10, 13]. It can be concluded that the higher the positive attitude is the higher the intention behavior toward waste reduction.

#### *Altruistic value*

Moreover, Altruistic value define as the degree of which an individual cares and concern about welfare themselves and the others. Environmental concern refers to individuals’ general attitude toward environmental issues, perceived that an individual concern about the environment are more aware about their activities and decision regarding to reduce harm to the environment for their own benefit and the others. Moreover, tourist who is concern about the environment are tend to support to conserve the environment by consuming and purchasing green product and environmental friendly product. Contradictory, on 1 tourist out of 20 engaged in a pro-environmental behavior while traveling. It’s an environmental concern in nature, the result of an individual are being concern about the environment and welfare of the others. Several studies argued that altruistic value or environment concern is a good indicator that influences individual pro-environmental behavior.

Previous study suggested that an individual with a higher level of altruistic value are more likely to take an account in pro-environmental behavior, such as reducing waste. This has been supported by several empirical researches conducted by [8] they found that individual who are more concern about the environment issues are claimed to be engaged in pro-environmental behavior, their study asserted that environment concern has a positive indirect effect on pro-environmental Intention behavior (engage in sustainable buying behavior). In a contrast the study conducted by [3] showed a low correlation between altruistic value and pro-environmental intention behavior, in the same line the altruistic value is negatively related to attitude. And again, altruistic value does not influence an individual intention behavior.

In conclusion, despite these inconsistencies findings, Authors hypotheses that altruistic value positively influence the tourist pro-environmental behavior to reduce waste. It can be concluded that the higher the tourist altruistic value the higher their intention to reduce waste.

#### *Personal Norm*

Personal norm is refers as self-concept or perspective and experienced as feelings of a moral obligation to perform a certain behavior, represent feelings of moral obligation toward taking action [15]. This psychological construct reflect to an individual belief to be wrong or right. The most adopted definition of personal norm is refers as self-perceptive, experienced as a feeling of a moral obligation to act or perform in particular behavior Personal norm is one of the construct in norm activation theory [10] it's different from social norm, it's proceed from self-moral obligation. Previously, it has been argued by different scholars that personal norm represents one's feeling [10], Self-internal standard [8], Internal regulation [8] to perform in particular manner. Moreover, this psychological construct is internal behavior and self- driven process regardless of what the society, social and community are expected [16, 9].

Since personal norm elements is the most crucial and one of the strongest psychological predictor on pro-environmental behavior [15, 8]. Many existing literature on pro-environmental behavior has distinguish the role of personal norm in forming individual pro-environmental intention behavior; green product and services, green tourist and waste reduction [18, 10]. Prior studies has determined the role of personal norm in pro-environmental, as independent variable, mediating variable [9, 16, 15] and argued that personal norm is a one key factor that have an impact on consumer behavior.

Studies In context of environmental showed that an individual who feel moral obligation to perform a pro-environmental behavior are likely to intend to engage in pro-environmental behavior; reduce waste [10], Consume environmental friendly product [6], choose environmental friendly consumption, intend support to reduce any environment impact [16].

The personal norm varies in some homogeneous, studies found that individual has a high moral obligation in their home rather that while traveling on vacation. Several pro-environmental study has been examined the relationship between personal norm and pro-environmental intention behavior while traveling or in vacation. The findings demonstrated the positive relationship between personal norm and intention behavior. Again, [16] found that personal norm is significantly influence the pro-environmental intention. The findings of these empirical studies are in the same line as [9] who found that moral obligation or personal norm positively related to pro-environmental behavior. In addition, [15] showed the strongest association of personal norm on intention behavior on his study related to traveler pro-environmental behavior.

Hence, Personal norms can be the most influential factor in stimulating pro-environmental intentions, specifically in environmental support, waste reduction, choose of environmental friendly. Yet, personal norms increase the pro-environmental intention to reduce waste to conserve the environment. We can concluded that the higher the personal norm the higher the intention to reduce waste.

#### *Tousim destination Green image*

Image is described as the impressions, perceptions and beliefs of an individual toward a certain destination, product, services, brand. Destination image defined as "a set of qualities, attributes and benefits that visitors hold about the destination' refers destination image as sum of tourist's thoughts, perspective, feelings, impressions, belief, idea opinion or attribute of tourist associated with destination area. Green image is the consumers' image of a firm's eco-friendly concerns and commitment. Tourist destination green image can be refer as the destination green attribution.

The destination image is a subjective construct. The image perceived by individual as a physical characteristic of tourist destination. It is the perceptions that potential visitors have of a destination. A tourism destination green image is the tourist perception and beliefs that the particular destination is aware about the environmental issues and has a commitment in protecting the environment. Moreover, it can be refers as the tourist perception on the green attribute of the destination area, i.e. a tourism destination green image can identify as a green and clean, eco-friendly.

The broaden literature on destination image in context of tourist pro-environmental behavior has been increased it interest. Green destination image is one of the key factor affecting tourists travel decision and travel destination choice. Prior research has examined the role of destination image and its effect on perceived Value [17], novelty [17] satisfaction consumer behavior [14], yet these studies empirically showed that destination image has a positive influence among these variables. Furthermore, investigated the moderating role of destination image and its influence on attitude toward green hotel. examine the image of tourist destination in context of sustainable tourism marketing. A weak relationship of destination image on country image.

Studies revealed that that green image of a product, company [15] tourism destination [6, 14] played a significant role in increasing individual, consumers and tourist intention behavior. A high green image of a tourist destination might be triggered the intention to act to support the environment. Green image has been found that positively impacted attitude and positively influence the intention behavior. In the same line the de destination image form a positive behavior intention on tourist. [10] green destination image has a positive influence on pro-environmental behavior (waste reduction behavior).

The assessment of the destination image would help the managers to make a strategy to identify strength and weakness of the tourist destination. Moreover the understanding of tourists' pro-environmental behavioral intentions and key critical insights, and provide a reference for social marketing, public policy maker in developing tourism. Based on the argument of previous research, we assume that the green image of tourist destination positively affect the attitude and tourists' intention toward waste reduction. The higher the green image the higher the positive attitude and waste intention behavior.

Following is the hypothetical formula used to describe the waste reduction behaviour process:

*H1*: The higher the personal norm, the higher the positive attitude towards waste reduction.

*H2*: the higher the altruistic value the higher the positive attitude towards waste reduction.

*H3*: the higher destination green image, the higher the positive attitude towards waste reduction.

*H4*: The higher the positive attitude towards the environment behaviour, the higher the tourist intention towards waste reduction.

*H5*: The higher the personal norm, the higher the intention towards waste reduction.

*H6*: The higher the altruistic value, the higher the intention towards waste reduction.

*H7*: The higher destination green image, the higher the intention towards waste reduction.

*H8*: The process of waste reduction behaviour is moderated by the type of visitors.

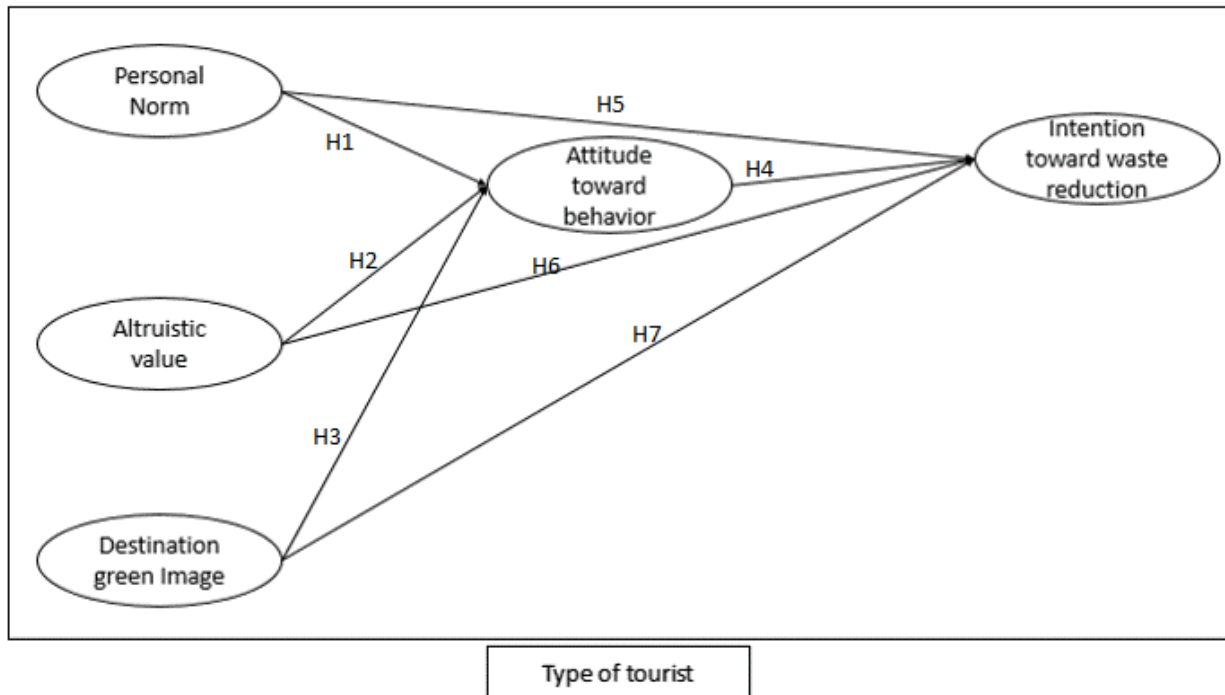


Figure.1 Conceptual Framework

### III. Methodology

Data were collected from survey of International tourist and domestic tourist (n=265) participants represent a convenience sample International tourist and domestic tourist visiting Bali Island, Indonesia one of the most visited tourist destination in southeast Asia. Questionnaires were self-administered to the respondents and asked if they are willing to participate in a study related to pro-environment behavior with purposive technique sampling method. Questionnaire was developed in English and translated into Indonesian for those who do not speak English.

The items used in the variables were based on the synthesis of previous literature [10, 9, 4]. [2] include: Altruistic value (environmental value) operationalized with three items adapted from [9, 4] “I strongly concerned about the environment”, personal norm operationalized with five items adapted from [9] “I feel an obligation to practice waste reduction and recycling activities while traveling to a destination”, tourist destination green image operationalized with four items adapted from [9] “The tourist destination has a clean and natural environment”, Waste reduction intention operationalized with five items adapted from [9] “I am willing to practice waste reduction activities while traveling to a destination in the future.”, attitude toward waste reduction operationalized with four items adapted from “I do feel pleasant to reduce waste while traveling to a tourist destination”. Each constructs measured on 7-point likert-scale range from 1= strongly disagree to strongly agree [10].

Data were processed with SPSS 23 and eviews, following the usual procedure, the internal validity (reliability and validity test) and multiple groups’ regression analysis p-value significant were conducted to compare and measure the relationship among the variables.

#### *Descriptive Statistics*

The characteristic of respondent table1. Represent the demographic profile of the sample in the present study. The total respondent of the study is n=265, domestic tourists (n=150) and international tourists (n=115).Table.1 the sample contained slightly more females than males, the most consistent age group is formed by 18-25 (55.5%), 26-30 31%),, 35-45 (6.8%), 46-60 (3.4%) an above 60 (3%), other demographic data were summarized and shows the strong female participation (63.4%) and male 36.6%, education background distributions being roughly 48.3 percent were undergraduate student, 20% master student, 18% diploma or equivalent, 8,3 secondary school and PhD 3.4%.

Table 1. Sample Characteristic

Characteristic	n	%	% Cum
<b>Gender</b>			
Male	97	36.6	100.0
Female	168	63.4	63.4
<b>Age</b>			
18-25	147	55.5	55.5
26-35	83	31.3	86.8
35-45	18	6.8	93.6
46-60	9	3.4	97.0
60<	8	3.0	100.0
<b>Status</b>			
Single	181	72.1	72.1
Divorce	8	3.0	75.1
In relationship	66	24.9	100.0
<b>Education</b>			
Secondary S	23	8.7	8.7
Diploma E	51	18.2	27.9
Bachelor	128	48.3	76.2
Master	54	20.4	96.6
Phd	9	3.4	100.0
<b>Country</b>			
Foreigner	102	40.4	40.4
Indonesia	158	59.6	100.0
<b>Total</b>	265		

Source: Processed result by Authors, 2018

#### IV. Results and discussions

*Validity and Reliability test*

The KMO score is .918 and the Bartlett's Test of Sphericity has a significant value of 0.000, which can be concluded that the data analysis can be processed to the next step. Items are valid as the confirmatory factor analysis shows that each items has a factor loading above 0.4 which met the criterion needed to be accepted as a valid items.

The reliability test result of 21 items from data 265 with a Chronbach's alpha degree .906 that stand with 90.6 % of the variance in the scores is reliable, this research's instrument is acceptable to be reliable since de Chronbach's Alpha is higher than 0.7.

*Assumption classic*

*Multicolinearity* Variance inflation factor VIF (1,808, 1.560, 1,154, 2,269) whis is smaller than 10, it's explained that there is no multicolinearity problem. Assumed that when the VIF value of each variables bigger than 0.1 and smaller than 10, indicated that there is no multicolinearity

Table 2. Variance Inflation Factors

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	0.068746	47.76922	NA
X1	0.002254	50.46211	1.808598
X2	0.002046	49.72177	1.560580
X3	0.000943	18.37455	1.154339
XM3	0.002967	78.69787	2.269085

Source: Processed result by Authors, 2018

*Autocorrelation test*

The Breusch-Godfrey serial correlation LM test shows a probability chi-square value (0,07) greater than 0.05 which explained that there is no statistically significant so h0 is accepted. In additional, of Durbin-Watson with level significance 5% which described on model summary that DW= 1,996, it can be concluded that the regression model does not meet any autocorrelation problem due DW=1,996 the value is between -2 and +2. Durbin-Waston Test (-2<1.996<+2) so the null hypothesis is not rejected which can be concluded that there is no autocorrelation.

*Heteroskedastisity test*

The ARCH test result indicated the probability Chi-square 0.10 which is greater than statistically significant at significant level 0.05 described that there is no heteroskedasticity.

Table 3. Heteroskedasticity ARCH Test

F-statistic	1.870153	Prob. F(5,254)	0.1000
Obs*R-squared	9.231790	Prob. Chi-Square(5)	0.1002

Source: Processed result by Authors, 2018

*Hypothesis testing*



The hypothesis test is based on the probability level, a constructed hypothesis which has a significant level  $<0.05$  can define that there is significant relationship between independent variables and dependent variables. A constructed hypothesis which has a significant level  $>0.05$  can be define that there is no significant relationship between independent variables and dependent variables (hair et al 2010).

Table 4. Hypothesis testing result before moderator

Model	B	Std Err	T (Z-statistic)	Sig
Personal	.451	.046	9.759	.000
Norm>attitude				
Altruistic	.318	.047	6.727	.000
value>attitude				
D Green image>	.151	.034	4.493	.000
attitude				
Attitude >intention	.632	.054	11.597	.000
Personal Norm>	.291	.047	6.131	.000
Intention				
Altruistic value>	.052	.045	1.141	.255
intention				
D Green	-.010	.031	-.324	.747
Image>intention				

Source: Processed result by Authors, 2018

The first model demonstrated relatively high explanatory power that the R-square (or the coefficient of determination) of this model is significant 0.559 and the model is statically significant. 55% of the variation in the variable attitude explains by variation in dependent variable Personal norm, altruistic value, destination green image. The second model demonstrated relatively high explanatory power that the R-square (or the coefficient of determination) of this model is significant 0.697 and the model is statically significant. 69% of the variation in the variable Intention is explains by variation in dependent variable personal norm, altruistic value, destination green image, and attitude.

The statistical result indicated the positive relationship between personal norm and attitude with ( $\beta$ : 0.451; S.E: 0.046; z-statistic: 9.759), with a significant level  $<0.05$ . This explains that personal norm is statistically significant correlated with attitude toward pro-environmental behavior. Concluded that personal norm positively influence the attitude, explained that the higher the PN is the higher the positive attitude toward pro-environmental behavior. The result of the first hypothesis (H1) showed that personal norm have a positive significant relationship with Tourist's attitude. This finding supported the hypothesis constructed from previous finding that PN has a positive relationship with Attitude. Based on the data collected from the research sample, this study highlighted that when the tourist has a high personal norm on environment they can be positively influenced their attitude toward waste reduction.

The statistical result indicated the positive relationship between the Altruistic value and attitude toward pro-environmental behavior with ( $\beta$ : 0.318; S.E: 0.047; z-statistic: 6.727), with a significant level  $<0.05$ . This explains that altruistic value is statistically significant correlated with attitude. Concluded that altruistic value positively influence the attitude, explained that the higher the AV is the higher the positive attitude toward pro-environmental behavior. The result of the second hypothesis (H2) showed that altruistic value has a positive significant relationship with Tourist' attitude. This finding supported the hypothesis constructed from previous finding by Bian et al., (2011) that altruistic value has a positive

relationship with Attitude. Based on the data collected from the research sample, this study highlighted that when the tourist has a high altruistic value on environment it can be positively influenced their attitude toward waste reduction.

The statistical result indicated the positive relationship between destination green image and attitude toward pro-environmental behavior with ( $\beta$ : 0.151; S.E: 0.034; z-statistic: 4.493), with a significant level  $<0.05$ . This explains that destination green image is statistically significant correlated with attitude pro-environmental behavior. Concluded that destination green image positively influence the attitude, explained that the higher the destination green image the higher the positive attitude toward pro-environmental behavior. The result of the third hypothesis (H3) showed that destination green image have a positive significant relationship with Tourist attitude. This finding supported the hypothesis constructed from previous finding by Han et al., (2018) that destination green image has a positive relationship with attitude. Based on the data collected from the research sample, this study highlighted that when the tourist has a high destination green image on environment it can be positively influenced their attitude toward waste reduction.

The statistical result indicated the positive relationship between the Attitude and tourist intention behavior toward waste reduction ( $\beta$ :0.632; S.E: 0.054; z-statistic: 11.597), with a significant level  $<0.05$ . This explains that attitude is statistically significant correlated with tourist intention behavior toward waste reduction. Concluded that attitude positively influence the waste reduction intention behavior, explained that the higher the attitude the higher the tourist intention behavior toward waste reduction .The result of the fourth hypothesis (H4) showed that attitude have a positive significant relationship with Tourist pro-environmental intention behaviour. This finding supported the hypothesis constructed from previous finding by [17, 10] showed that attitude has a positive relationship with tourist intention behavior toward waste reduction. Based on the data collected from the research sample, this study highlighted that when tourist has a high positive attitude toward environment it can be positively influenced their intention behavior toward waste reduction.

The statistical result indicated the positive relationship between personal and tourist intention behavior toward waste reduction with ( $\beta$ :0.291; S.E: 0.047; z-statistic: 6.131), with a significant level  $<0.05$ . This explains that personal is statistically significant correlated with tourist intention behavior toward waste reduction. Concluded that personal norm positively influence the tourist intention behavior toward waste reduction, explained that the higher the personal norm is the higher the tourist intention behavior toward waste reduction. The result of the fifth hypothesis (H5) showed that personal norm have a positive significant relationship with Intention behaviour. This finding supported the hypothesis constructed from previous finding by [18, 10, 21] that personal norm has a positive relationship with intention. Based on the data collected from the research sample, this studies highlighted that when the tourist has a high personal on environment It can be positively influenced their intention behavior to reduce waste..

The statistical result indicated there is no positive relationship between the altruistic value and tourist intention behavior toward waste reduction with ( $\beta$ : 0.052; S.E: 0.047; z-statistic 1.141) with a significant level  $>0.05$ . This explains that there is no statistically significant relationship between altruistic value and tourist intention behavior toward waste reduction. Concluded that altruistic value does not influence the tourist intention to reduce waste. These results were not correspond to the counterparts from previous studies (9, 4). With substitute variables to explain tourist pro-environmental behavior, thus H6 were statistically rejected.

The statistical result indicated there is no positive relationship between the destination green image and tourist intention to reduce waste with ( $\beta$ : -0,010; S.E: 0.031; z-statistic -0.324) with a significant level  $>0.05$ . This explains that there is no statistically significant correlation between destination green image and intention to reduce waste. Concluded that destination green image does not influenced intention behavior toward pro-environmental. However, previous findings found that destination green image has a positive impact on intention. In contrast our findings statistically showed that

there is no significant relationship between destination green image and intention to reduce waste in the same line with the findings of, thus H8 is rejected.

The findings supported the relationship between H1, H2, H3, H4 and H5. However result failed to support the H6 and H7. To concluded, a direct effect is presented in Table 2. Personal norm and have a direct effect on intention behavior through attitude. However, altruistic value and destination green image found to have no direct effect on any subsequent model constructs.

Table 5. Hypothesis testing after moderator

Model	International tourist				Domestic tourist			
	B	Std Err	T	sig	B	Std Err	T	sig
Personal Norm>attitude	.549	.077	7.139	.000	.348	.059	5.863	.000
Altruistic value>attitude	.242	.076	3.200	.002	.381	.061	6.224	.000
D Green image>attitude	.121	.051	2.378	.018	.204	.052	3.909	.000
Attitude >intention	.607	.080	7.581	.000	.654	.077	8.495	.000
Personal Norm>Intention	.335	.076	4.390	.000	.249	.063	3.968	.000
Altruistic value>intention	.058	.065	.897	.372	.053	.065	.807	.421
D Green Image>intention	.032	.043	.748	.456	-.045	.052	-.855	.394

Source: Processed result by Authors, 2018

The moderating role of types of tourist was tested to distinguish the different between domestic tourist and international tourist. Author found that these three dimensions were empirically distinct, and independently related to pro-environmental behavior regarding waste reduction. The studies showed that there is no significant different between international tourist and Domestic tourist, personal norm, altruistic value and destination green image are positively influence the positive attitude toward pro-environmental behavior ( h1, h2, h3). Personal norm is has a positive direct effect on intention toward waste reduction through attitude. However, we surprisingly tourist do not considered the variables altruistic value, destination green image in stimulating their behavior intention to reduce waste. The result did not support the H8, found that there is no statistical significant different between Domestic tourist and International tourist while traveling. Both international and domestic tourist are behave the same while traveling, in term of pro-environment behavior both do not considered the altruistic value and destination green image to intend to reduce their waste.

## V. Conclusion

This study contribute to give an understanding on factors that influence the tourist intention to reduce waste and providing a knowledge to the moderating role types of tourist which has not previously adequate into the pro-environmental literature. The model constructed in this study is based on personal norm, altruistic value, destination green image, attitude, intention

behavior. The model used to examine the tourist pro-environmental behavior, specifically focused on plastic waste reduction in Bali, Indonesia. Moreover, Personal norm, Altruistic value, Destination green image are associated with tourist attitude toward pro-environmental behavior. Personal norm have a direct and indirect effect on the intention to reduce plastic waste through Attitude. Although, author found that Altruistic value, Destination green image has a positive influence on Attitude, these variables has no significant relationship with behavior intention toward waste reduction. In addition, this study revealed that the type of tourist do not moderates the tourist pro-environmental behavior. International tourist and Domestic tourist behave the same while traveling. This study empirically described that there is no different between both international and domestic tourist in pro-environmental behavior while traveling.

This study gives an insight on pro-environmental behavior namely intention to reduce waste. Moreover the research provides an extending knowledge to the literature in the field of pro-environmental tourist behaviors. This result can be assets for other researcher with the similar interest and address the issues. Furthermore, reducing the amount of our plastic waste is one step toward to achieve one of the sustainable development goal's objectives. To tackle the waste generation issue, it's necessary to understand the factors that underlying the pro-environmental intention behavior. Therefore, this finding would hold implications for policymaker, as well as tourism and travel agency, tourism destination researchers and practitioners. Few limitations were acknowledged in this study. The lack of balance between gender and education background.

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