



Gender Aspect of Tourist Behavior in Eco-Village Tourism Destination

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Abstract

Tourist behavior matters to people who are making decisions about tourist. Tourist interest to involved in ecotourism activities based on gender, such as conservation, waste management, resource efficient management, and other communal activities. This study was conducted to analyzing and mapping tourist response pattern towards a tourism village based on gender. The data sampling method utilized to determining of which tourism ecovillage was the purposive sampling, while the tourist sampling determination utilized the simple random sampling. Tourists were given a questionnaire before starting their activities in the village (pre-activity), observed their behavior while doing the activities in the village (on-going activity), and given another questionnaire after finishing their activities (post-activity). The study applied statistical method to analyze the differences and correlations of 9 variables. The results of this study show that there are significant correlations between the existing perception with the follow-up psychological process, i.e. motivation; preference; satisfaction; and the will to revisit, which can be seen in both the male and female gender. Furthermore, there is no significant difference between the male and female behavior in the pre-activity behavior and the post-activity behavior. However, in the on-going activity stage, there is a significant difference between the male and female behavior towards the environmental action. The women show a more caring behavior towards the activities compared to the men in the time they spent at the tourism village on the post activity behavior.

Keywords: Gender ; Ecovillage; Tourism; Behavior.

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1. Introduction

The tourism sector has been able to encourage the development of world economy. The international tourist movement has become a trend and people want to visit and try to live life in other parts of the globe. Tourism destinations all around the world had been visited by 348 million tourists in a period of only 4 months, from January to April of 2016, and the UNWTO predicted that in the end of 2016, there would be a growth of 3.5 to 4.5% (media.unwto.org). This growth is supported by the rapid development of the tourism industry and the existence of new tourist destinations. Traveling and tourism have a vital role for the world in the aspects of economy, social, and development. With the development of this sector, (calculated in 2014) there were: 1) 9.8% for the world GDP; 2) more than 276 million people have been working in this sector, an equivalent to 1 out of 11 jobs worldwide; 3) 5.7% of global export; 4) 4.3% of the total of global investment [1].

The increase of tourists willing to pay special prices to have a vacation at tourism villages is expected to be taken by tourism industry actors as an opportunity to think, plan, and invest their business to be managed with the principles of sustainable tourism. A survey conducted by Travel Advisor in 2013 towards 1,300 USA tourists show that almost 2/3 of the respondents stated “often” or “always” consider the environmental aspect when choosing hotels, transportation, and food. The development of conscientious travelers is driven by the lifestyle that leads to the demand for sustainable tourism projected to stay strong in the future. The trend consists of experiential tourism (nature eco-tourism, historical monuments, culture, village life, and community tourism), generational transfer, the need to stay connected with nature, the demand for authenticity, togetherness, and for doing meaningful things (www.responsibletravel.org).

Tourism village is a place where a group of tourists can stay in or near to traditional environment to learn about the local life [2]. Reflecting on the development of tourism villages as ecotourism-based destinations, several psychological aspects of the need to have a vacation and the choosing of the destination need to be taken in to account, such as perception, motivation, and preference of the tourist. Those aspects would be elaborated with the 7 pillars of ecotourism development, and the tourist behavior patterns would be mapped. Other than those psychological aspect, it also need to be noted if gender difference would affect perception, motivation, preference and behavior patterns of the behavior.

According to United Nation International Research and Training Institute for the Advancement of Women (INSTRAW), gender refers to the set of roles and relationship constructed by social, personality traits, attitude, values, relative strength, and influence based on the difference of sex characteristics between male and female. Gender is an identity free to be studied and has meaning and behavior which changes from time to time and has huge variety in different cultures. The dynamic change of behavior pattern is very important in making the decision about which tourist destination a person will visit. Several studies found that gender has significantly affected the image of tourist destinations [3,4,5,6]. Gender difference has a very pivotal role in determining holiday destinations. Male respondents tend to be faster in deciding their destination compared to the females. Women have more considerations and inputs from family and friends in determining their holiday destination compared to the men [7]. In the decision-making process, the image felt of the destination is the whole impression of the destination [8] and impression plays an important role in the decision-making process of a

tourist to-be. Motivational factors such as “relaxation,” “meeting fellow travelers,” and “being involved in sporting activities” are part of the decision-making process [9,10].

The high level of need fulfilment quality of tourist needs is linked to the suitability of the community and tourism industry in the tourism village in determining the provision of services. Conservation activities for nature and culture are viewed to give a positive impact to the development of the social, economy and communal environment aspects, while the determination of tourist activities can give responses towards tourism village. Several empirical facts related to tourist behavior are as follows:

- a. Tourist behavior during pre-activity towards tourism village based on gender is not yet analyzed.
- b. Tourist behavior during ongoing activity towards tourism village based on gender is not yet analyzed.
- c. Tourist behavior during post-activity towards tourism village based on gender is not yet analyzed.

This research was conducted with the purpose of analyzing and mapping response patterns of tourists towards tourism village based on gender and analyzing and mapping behavior patterns of tourists towards tourism village based on gender. From the study results, we can also discover tourist interest of involvement in ecotourism activities based on gender, such as conservation, waste management, resource efficient management, and other communal activities

2. Materials and Methods

2.1. Location and Time of Study

The study was conducted at 7 tourism villages in Yogyakarta. The tourism villages are (1) Pentingsari, (2) Pulesari, (3) Nglinggo, (4) Brayut, (5) Kelor, (6) Nglanggeran, and (7) Tembi. The study activities were conducted from September to December 2018.

2.2. Data Sampling

The determination of which tourism ecovillage to be the study subject is the purposive sampling method, which is a non-random sampling technique, by determining sample with specific criteria in accordance with the study purposes. Researchers use a variety of methods to find all specific case possibilities and the population is hard to reach . Utilizing a technique which can choose respondents with specific characteristics is expected to solve the questions of the study. The population in this study is the tourists visiting and doing the activities in the tourism village and doing activities. The sample determination of tourists in the tourism village was conducted by using simple random sampling, that all the tourists visiting and doing the activities in the tourism village has the same probability to be chosen.

Tourists were given a questionnaire before starting their activities in the village (pre-activity), observed their behavior while doing the activities in the village (on-going activity), and given another questionnaire after finishing their activities (post-activity). In the pre-activity stage, questionnaires were distributed to obtain personal data of the individuals, the goal and need of the vacation, and other relevant data related to their visit to

the tourism village. The behavior of tourists is consisted of perception, motivation, and preference of tourism village through the 7 pillars of ecotourism. Data of tourist behavior pattern toward the tourism village is obtained by questionnaire composed with the standard of Likert 1-7 Scale, in One Score-One Indicator [11], by using 7 scales to determine the choice of answers corresponding to the respondent's condition. Each indicator contains one indicator which reveals the tourist behavior in the tourism village.

The next stage is the observation toward ongoing activity to tourists which had filled out the questionnaires in the prior stage. Skinner (1904-1990) in the [12] claimed that behavior is formed by positive and negative reinforcements. Skinner also claimed that the method to conduct psychological studies is by thinking about observable behavior. In this stage, scores were given to the destination, tourist behavior, and tourist responses towards their visit to the destination. Tourists are going to be facing a condition where they are among other tourists, and there is a possibility of mismatch between their existing perception and reality. The ongoing activity behavior was conducted by the researchers directly observing the behavior of tourists with the assistance of tally sheet forms.

The last stage of this research is the giving of another questionnaire after following the activities provided by the tourism village or post-activity. In this stage, tourists were asked to give a response to choices about activities they would do afterwards. The questionnaires in this stage was utilized to reveal the final perception, satisfaction level, and the will to revisit, utilizing the same format with the pre-activity questionnaire composed in One Score-One Indicator [11]. This study calculated the correlations of 9 variables. Pre-activity stage consists of variables (1) existing perception, (2) motivation, and (3) preference. Ongoing activity stage consists of variables (1) behavior in Condition I (basic behavior when arriving), (2) behavior in Condition II (behavior towards the environmental action), (3) behavior in Condition III (follow-up behavior towards the environmental action). Post-activity stage consists of variables (1) final perception, (2) satisfaction, and (3) the will to revisit.

2.3. Data Analysis

Data processing of the respondents in this study utilized R Studio and SPSS 24 software. Analysis started from obtaining the correlation coefficient, to find inter-variable relations between variables of this study; which were viewed as a whole set and based on gender. Correlation analysis was utilized to find relation between 2 variables or more. Variables were stated having correlation if the change of one variable would be followed by a change in other variables be it the positive change (positive correlation) or negative change (negative correlation). Correlation is the measurement which observed how similar the changes are linked to one another. This study utilized correlation analysis to both genders.

After obtaining the correlation coefficient value from the respondent data, this study also observed various behavior pattern which happened from before the activity until after the activity and the number of errors which happened during the ongoing activity; view as a whole set and based on gender. Moreover, this study also predicted the chance of tourists coming back to the tourism village by using classification modelling. The classification modelling of this study utilized logistical regression method to calculate accuracy, sensitivity, and specificity from the model created, viewed based on gender.

3. Results

3.1. Respondent Characteristics

The respondents of this study were 362 people who can be categorized with the characteristics written on **Table 1**.

Table 1: Respondent characteristics.

	Frequency	Percentage
Gender		
a. Male	160	44.2
b. Female	202	55.8
Education		
a. Elementary/Middle School	50	13.8
b. High School	131	36.2
c. Diploma	22	6.1
d. Under/post-graduate	159	43.9
Occupation		
a. College Student	210	58.0
b. Lecturer	3	0.8
c. Civil Servant	26	7.2
d. Private Employee	31	8.6
e. Farmer	2	0.6
f. Student	50	13.8
g. Teacher	21	5.8
h. Nurse	1	0.3
i. Driver	2	0.6
j. Doctor	1	0.3
k. Self-employed	13	3.6
l. Homemaker	2	0.6
Monthly Income (IDR)		
a. $x < 2,500,00$	254	70.2
b. $2,500,000 < x < 5,000,000$	64	17.7
c. $5,000,000 < x < 7,500,000$	10	2.8
d. $7,500,000 < x < 10,000,000$	10	2.8
e. $x > 10,000,000$	12	3.3

From the survey, it is known that there are 202 (55,8%) female respondents and 160 (44.2%) male respondents. The majority of the education level is under/post-graduate for 159 (43.9%) respondents, followed by high school for 131 (36.2%) respondents, and then elementary/middle school for 20 (13.8%) respondents. The majority of monthly income is less than IDR 2,500,000 for 254 (70.2%) respondents, followed with IDR 2,500,000–5,000,000 for 64 (17.7%) respondents. From this respondent profile, it can be concluded that the respondents taken for this study have a variety of different backgrounds.

3.2. Correlation Aspect of Tourist Behavior

After the profile was composed, an analysis for each gender was conducted to see the correlation of pre-activity, ongoing activity, and post-activity towards the tourism village. First, correlation analysis was conducted on the male gender.

Tabel 2: Correlation Based on Gender on Male

	PER1	MOTV	PREF	P1	P2	P3	PER2	SATF	WILL
PER1									
MOTV	.696**								
PREF	.565**	.734**							
P1	0.002	0.057	0.077						
P2	-0.041	0.006	0.047	.373*					
P3	0.031	0.031	0.054	.193*	.285**				
PER2	.597**	.682**	.605**	0.131	0.052	0.120			
SATF	.537**	.734**	.634**	.172*	0.108	0.138	.732**		
WILL	.452**	.618**	.671**	0.102	0.117	0.142	.664**	.808**	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Note: PER1 = existing perception before going to the tourism village; MOTV = motivation; PREF = preference; P1 = behavior of tourists arriving at the tourism village (0-30 minutes); P2 = behavior of tourists towards environmental activities (30-60 minutes); P3 = behavior of tourists towards the follow-up environmental activities (60-90 minute); PER2 = final perception after doing activities at the tourism village; SATF = satisfaction; WILL = the will to revisit.

From Table 2 above, the correlation value based on gender can be seen, viewed from the intervariable connection of the male. For pre-activity, there is a very significant positive correlation between existing perception and motivation ($r = 0.696$), preference ($r = 0.565$), follow-up perception ($r = 0.597$), satisfaction ($r = 0.474$), and the will to revisit ($r = 0.452$). The variable motivation has a very significant positive correlation with existing perception ($r = 0.696$), preference ($r = 0.734$), follow-up perception ($r = 0.682$), satisfaction ($r = 0.634$), and the will to revisit ($r = 0.671$). The variable preference has a very significant positive correlation with existing perception ($r = 0.696$), motivation ($r = 0.734$), follow-up perception ($r = 0.605$), satisfaction ($r = 0.634$), and the will to revisit ($r = 0.671$). For the ongoing activity stage, variable P1 has a very significant positive correlation with P2 ($r = 0.373$), and P3 ($r = 0.193$), and variable P2 has a very significant positive correlation with P1 ($r = 0.373$) and P3 ($r = 0.285$). Variable P3 has a very significant positive correlation with P1 ($r = 0.373$) and P2 ($r = 0.285$). For post-activity stage, the variable follow-up perception has a very significant positive correlation with existing perception ($r = 0.597$), motivation ($r = 0.682$), preference ($r = 0.605$), satisfaction ($r =$

0.732) and the will to revisit ($r = 0.664$). Variable satisfaction has a very significant positive correlation with existing perception ($r = 0.537$), motivation ($r = 0.734$), preference ($r = 0.634$), follow-up perception ($r = 0.732$), the will to revisit ($r = 0.808$), and a significant correlation with P1 ($r = 0.172$). Variable the will to revisit has a very significant positive correlation with existing perception ($r = 0.452$), motivation ($r = 0.618$), preference ($r = 0.671$), follow-up perception ($r = 0.664$), and satisfaction ($r = 0.808$). From the correlation on every stage, it is known that in male tourists, the variable existing perception has correlations with variables motivation, preference, follow-up perception, satisfaction, and the will to revisit. In several studies, perception does have a positive correlation with motivation. Author in [13] found that there is a correlation between perception and motivation when tourists are visiting a site or tourism location which was once a war site. From this analysis, it is also revealed that perception is linked with preference, meaning that tourists have existing perceptions about a vacation destination before deciding to choose that destination. A study conducted by [14] also proved that there is a significant difference of point of view in both genders regarding the perception of the destination's attributes and the value of the trip itself when tourists are considering their destination options. The next step is to analyze each gender to see the correlation of perception, motivation, and preference towards tourism village. First, a correlation analysis was conducted to the female gender.

Table 3: Correlation based on gender on Female

	PER1	MOTV	PREF	P1	P2	P3	PER2	SATF	WILL
PER1									
MOTV	.613**								
PREF	.445**	.762**							
P1	-0.006	0.040	0.040						
P2	-0.127	-0.096	0.080	.364**					
P3	0.008	0.024	0.068	0.062	.245**				
PER2	.551**	.599**	.505**	-0.013	-0.077	0.011			
SATF	.431**	.658**	.658**	0.068	-0.087	0.052	.620**		
WILL	.332**	.596**	.660**	0.029	-0.067	0.078	.429**	.640**	

** Correlation is significant at the 0.01 level (2-tailed).

Note: PER1 = existing perception before going to the tourism village; MOTV = motivation; PREF = preference; P1 = behavior of tourists arriving at the tourism village (0-30 minutes); P2 = behavior of tourists towards environmental activities (30-60 minutes); P3 = behavior of tourists towards the follow-up environmental activities (60-90 minute); PER2 = final perception after doing activities at the tourism village; SATF = satisfaction; WILL = the will to revisit.

From the table above, the correlation value based on gender can be seen, viewed from the intervariable connection of the female. For pre-activity, there is a very significant positive correlation between existing perception and motivation ($r = 0.613$), preference ($r = 0.445$), follow-up perception ($r = 0.551$), satisfaction ($r = 0.431$), and the will to revisit ($r = 0.332$). The variable motivation has a very significant positive correlation with

existing perception ($r = 0.613$), preference ($r = 0.445$), follow-up perception ($r = 0.551$), satisfaction ($r = 0.413$), and the will to revisit ($r = 0.332$). The variable preference has a very significant positive correlation with existing perception ($r = 0.445$), motivation ($r = 0.762$), follow-up perception ($r = 0.505$), satisfaction ($r = 0.658$), and the will to revisit ($r = 0.660$). For the ongoing activity stage, variable P1 has a very significant positive correlation with P2 ($r = 0.364$). Variable P2 has a very significant positive correlation with P1 ($r = 0.365$) and P3 ($r = 0.245$). For post-activity stage, the variable follow-up perception has a very significant positive correlation with existing perception ($r = 0.551$), motivation ($r = 0.599$), preference ($r = 0.505$), satisfaction ($r = 0.620$) and the will to revisit ($r = 0.429$). Variable satisfaction has a very significant positive correlation with existing perception ($r = 0.431$), motivation ($r = 0.658$), preference ($r = 0.658$), follow-up perception ($r = 0.620$), the will to revisit ($r = 0.640$). Variable the will to revisit has a very significant positive correlation with existing perception ($r = 0.332$), motivation ($r = 0.596$), preference ($r = 0.660$), follow-up perception ($r = 0.429$), and satisfaction ($r = 0.640$).

The correlation test result towards men and women have a result which is not in alignment with the study of [15] which stated that the expectation in the beginning, before tourists do the activities, is very related to behavior at the tourism site. In the case of tourism village, there is no strong and significant connection between pre-activity which consists of existing perception, motivation and preference with the behavior of tourists during the on-going activity stage. The behavior of tourists at the tourism site might not be related with the expectation of those tourists because while visiting to the tourism village, there were numerous factors which affected them, such as social factor and social values within the tourism village.

From the correlation results above, it can be concluded that the satisfaction of tourists after visiting the tourism site has a significant and positive correlation with the behavior of tourists before visiting. This is in alignment with the study conducted by [16] whose study results stated that the satisfaction of tourists is very much affected by the image of the tourism destination and the expectation of tourists before visiting. The results above also stated that there is a significant and positive correlation between satisfaction and the will to revisit. This is in alignment with a study that stated that the satisfaction factor is the most influential factor towards the will to revisit a place [17], and it also creates loyalty towards the tourism destination [18].

When the scores obtain on each level of pre-activity, ongoing activity, and post-activity utilized One Score-One Indicator based on gender, then the results can be seen on the following figure.

From Figure 1, it is clear that the pre-activity and post-activity scores of the men are higher than the scores of the women, while during the ongoing activity, the score of the women is higher than the score of the men. Based on that data, it is clear that in the ongoing activity stage, the behavior of women is showing a more environmentally friendly attitude. The female tourists obeyed the social values of the village during the visit.

From the significance test results, the difference between the men and women towards their behavior in Conditions I, II, and III, can result in the following data as written on **Table 4**.

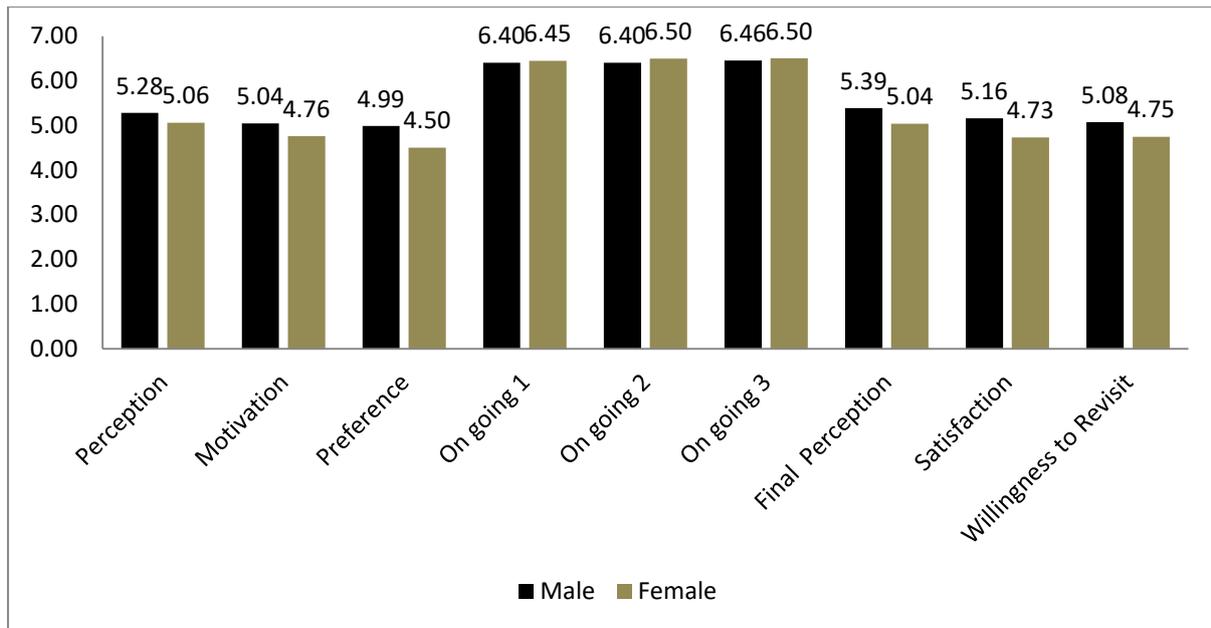


Figure 1: Score of Men and Women in Each Stage of Behavior at the Tourism Village

Table 4: Test of Gender Difference towards the 9 Variables of Study

Paired Samples	Mean	Std. Deviation	Std. Error	95% Confidence Interval	Paired Differences		df	Sig. (2-tailed)
					Lower	Upper		
Pair 1 male perception female perception	-.047	1.607	.128	-.205	.300	.371	157	.711
Pair 2 male motivation female motivation	-.057	2.023	.161	-.261	.375	.354	157	.724
Pair 3 male preference female preference	-.171	2.195	.175	-.174	.516	.979	157	.329
Pair 4 p1_male - p1_female	.051	.353	.028	-.005	.106	1.802	157	.074
Pair 5 p2_male - p2_female	.070	.322	.026	.019	.120	2.721	157	.007
Pair 6 p3_male - p3_female	.025	.318	.025	-.025	.075	1.000	157	.319
Pair 7 post perception _male post perception _female	-.177	1.602	.127	-.075	.429	1.390	157	.166
Pair 8 postpreference_male postpreference_female	-.127	2.009	.160	-.189	.442	.792	157	.429
Pair 9 willingness_male willingness_female	-.152	2.000	.140	-.124	.428	1.085	203	.279

From Table 4, it is clear that there is almost no significant difference from the three conditions and the nine variables, except in the ongoing activity stage on variable P2, which is the behavior towards environmental activities. There is no difference of motivation between men and women which was given by [19] from their study results. Gender does not affect all the motivation variable of tourist to visit Barbados.

Female respondents have a higher average for behavior towards environmental activities compared to the male respondents, meaning that the female respondents are more environmentally aware during their visit to the tourism village compared to the males. This is in alignment with the study conducted by [20] that women are more attentive towards environment and sustainable development. This is possible because women are more familiar with the environment. The habit of women, included Indonesia, do house cleaning, arrange the yard, then plant various types of plants or flowers and so on. These eco-friendly habits that might be carried away when they visit to tourism village. This result is also supported by the observation that there is a behavior difference based on gender on the errors done during the activities (ongoing activity) at the tourism village, which can be seen on Figure 2.

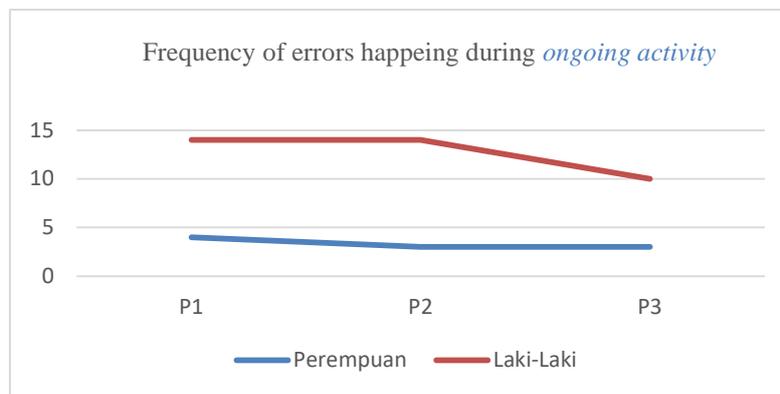


Figure 2: Frequency of Behavior Errors of Tourists Based on Gender

Based on Figure 2, the frequency of behavior errors which happened during the ongoing activity stated that the men showed a larger frequency compared to the female. The male pattern tends to be consistent and then decreasing, while the female pattern tends to be decreasing and then consistent. An analysis on the behavior difference based on gender was conducted and then the results stated that in men, the behavior in Condition I affects the behavior in Condition II, and the influence continues to the behavior in Condition III, while in women, the behavior in Condition I affects the behavior in Condition II, but the behavior in Condition II does not affect behavior in Condition III. Predictive analysis was conducted towards the will to revisit by using logistical regression. The analysis toward accuracy, sensitivity, and specificity with the regression model is as follows:

From Tabel 5, an analysis result for the pattern of the whole set, the male tourists, and the female tourist. In the whole set pattern, the model has an accuracy model of 0.8978, meaning that from this model, there is a very high predictive chance for the tourist to revisit the tourism village. The model has a sensitivity value of 0.7921, meaning that this model has a very high proportional value to see how big the effect of the variable to the

model. The model has a specificity value of 0.9387, meaning that this model has a very high proportional to see how large the worthiness of this model. In the male behavior pattern, the model has an accuracy model of 0.8734, meaning that from this model, there is a high predictive chance for the tourist to revisit the tourism village. The model has a sensitivity value of 0.6667, meaning that this model has enough value to see how big the effect of the variable to the model. The model has a specificity value of 0.9412, meaning that this model has a very high proportional to see how large the worthiness of this model. In the female behavior pattern, the model has an accuracy model of 0.9167, meaning that from this model, there is a very high predictive chance for the tourist to revisit the tourism village. The model has a sensitivity value of 0.8548, meaning that this model has enough value to see how big the effect of the variable to the model. The model has a specificity value of 0.9437, meaning that this model has a very high proportional to see how large the worthiness of this model. From the description above, it can be clearly seen as a whole set or based on gender, the accuracy, sensitivity, and specificity values gave very high values. This means that although there is a difference when viewed as a whole set or based on gender, that does not have a significant effect to the chance that the tourists will revisit the tourism site, because both men and women has a high possibility to revisit the tourist site. This may be because the tourism sites are favored by men and women. Zajong in [12] stated, “The more you see it, the more you like it.” A proverb based on familiarity. Familiarity brings about a change of attitude toward a stimulus and is linked to the preference form of affection. Bower in [12] stated that when an individual is in a happy mood, that person will remember memories of positive things, because that person is more attentive toward the information that is in line with the mood. A happy individual during the early stages of the experience will learn happiness better. In the event that coping behavior works, then by conducting some adaptations or management, a cumulative effect would happen in the form of better environmental preservation.

Table 5: Analysis of the Regression Model Result for Accuracy, Sensitivity, and Specificity

	Accuracy	Sensitivity	Specificity
Whole set	0.8978	0.7921	0.9387
Men	0.8734	0.6667	0.9412
Women	0.9167	0.8548	0.9437

4. Conclusion

The test result of intervariable correlation show that there is a connection between the pre-activity and post-activity, which is the existing perception with the follow-up psychological process, in forms of motivation, preference, satisfaction, and the will to revisit, both in the male and female gender. During the ongoing activity stage, there is a correlation between the behavior of tourists when arriving at the tourism village and the behaviour of tourists towards the environmental activities and the behaviour of tourists towards the follow-up environmental activities, while for the female, there are a correlation between the behavior of tourists when arriving at the tourism village and the behaviour of tourists towards environmental activities, and a correlation between the the behavior of tourists towards environmental activities and the behaviour of tourists towards the follow-up environmental activities. There is no correlation between the behavior of tourists when arriving at the

tourism village and the behaviour of tourists towards follow-up environmental activities. There is a significant behavioral difference between both genders during the ongoing activity stage, which was the women showed a more environmentally-friendly behavior compared to the men while they were at the tourism village.

5. Recommendation

As the results of this study it can be recommended that in order to increase the number of visits to tourist villages and tourists who have environmentally friendly behaviors, the promotion carried out should include many female gender as the target of tourists. Education on eco-friendly tours should also be done at tourist destination. With this education, it is expected that tourists, both men and women, have the same behavior, that is friendly to the environment while in tourist destination. Deeper research needs to be done to see if there are differences between gender about the factors that significantly influence environmental friendly behavior as long as tourists are in tourist destination. This research is also very necessary to do in other tourist objects besides tourist villages

6. Limitations and Constraints

The limitation of this study is that the research area carried out only in tourist villages located in Yogyakarta - Indonesia and the respondents surveyed were limited to domestic tourists. This study also merely looked at the relationship of variables based on gender without considering the demographic characteristics of the respondents.

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