

# CHAPTER I

## INTRODUCTION

### 1.1 Study Background

Tourism development offers an upward thrust to issues for the concomitant environmental degradation of natural attractions that serve a dual feature as ecological habitats and tourism locations. Tourism-based environment will have positive and negative effects on a destination (Su, Huang, & Hsu, 2018). Companies that are seeking for to promote and benefit from tourism may additionally engage in activities that result in environmental degradation through waste generation and damage to living things. So social duty is wanted from vacationer destinations, or what is known as destination social responsibility (DSR) (Sheldon & Park, 2011).

Destination social responsibility (DSR) is a new environmental idea that represents destination stakeholders' social responsibility to promote sustainable increase (Su, Huang, & Hsu, 2018). the main idea of DSR stems from corporate social responsibility (CSR) that advocates extension of the duty beyond owners to other stakeholders and society (Fatma et al., 2016).

In this regard, the role of an organization's personnel holds a pivotal location. Except for different measures, groups/destinations have begun emphasizing on their personal involvement in voluntary pro-environmental behavior (henceforth PEB) (Islam et al., 2019). Due to environmental concerns, this count number become up an inspiring topic

in the area of organizational behavior due to the fact ultimate decade (Islam et al., 2019). But little has been examined regarding its advantages to protecting the natural environment (Islam et al., 2019).

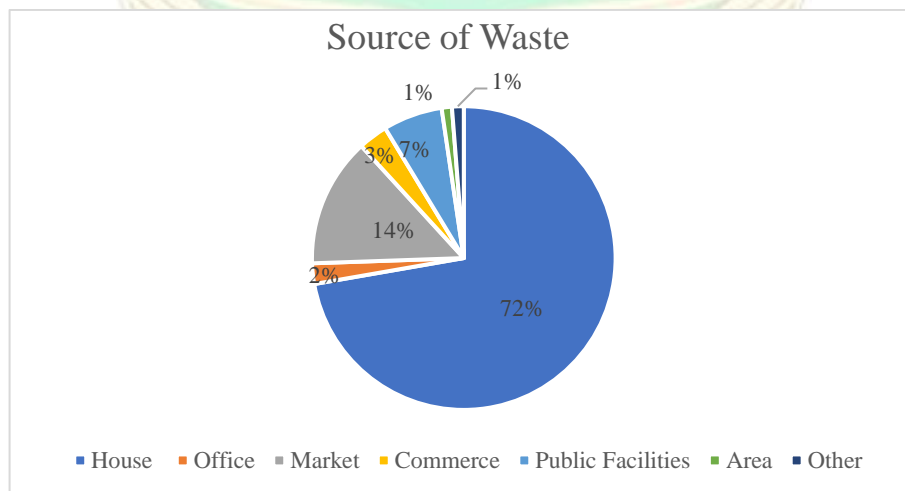
Below an example of waste generation from Padang City, the data obtained is:

**Table 1. 1 Data on waste generation in Padang City**

SIPSN - National Waste Management Information System				
Year	Province	District/City	Daily Waste Generation(ton)	Annual Waste Generation(ton)
2022	West Sumatra	Padang City	643,76	234.973,13
2021	West Sumatra	Padang City	639,41	233.385,96
2020	West Sumatra	Padang City	636,33	232.259,72

Source: Processed researcher from the National Waste Management Information System (SIPSN, 2023)

From the data above, it can be proven that waste generation has increased significantly in Padang City, including beach attractions that are public facilities. Below are common sources of waste in Padang City:



Source: Processed researcher from the National Waste Management Information System (SIPSN, 2023)

**Figure 1. 1 Waste source diagram**

This diagram proves that beach attractions that are also public facilities are the third largest source of waste according to the percentage of SIPSN 2022 researchers.

Based on the data we can conclude that waste in Padang City collects as much as  $\pm 640$  tons per day. However, quoted from the (Hanum, 2021) Head of the Environment Office (DLH) of Padang City, Mairizon revealed that unmanaged waste in Padang City reached 62.8 tons. This unmanaged waste is waste found in river estuaries, coastal banks, and places where wild waste is accumulated. Therefore, this can be a problem that cannot be left alone, how responsible the destination is about this unmanaged waste.

Based on the data obtained, there is no data that shows the total waste only at Padang Beach. This shows the lack of responsibility of the organization of padang beach destination in reducing the waste that has accumulated a lot on padang beach destination. Therefore, researchers want to take destination social responsibility variables in order to find out how responsible padang beach destinations are in caring for the environment on padang beach.

This waste problem is caused by the community itself or visitors who come to travel along the beach. Therefore, some level of familiarity must be provided for the safety and comfort quality of the tourist experience. Therefore, it is necessary to identify how familiar visitors are with tourist destinations, in order to find out the reasons that make visitors

less environmentally friendly at Padang Beach. So, researchers also take destination familiarity variables. Thus, this balance provides a high influence in regulating the attitude of visitors in protecting the environment at Padang Beach.

According to Ali (2015), states that from the point of view of (potential) tourists thinking about any form of visit, the product should be designed in a package including tangible or intangible additives and activities at the destination have to be perceived by tourists as an experience that corresponds to the marketplace price. There are at least five components that must be considered when offering travel products, namely attractions and environments, facilities and services, accessibility, destination imagery, and prices. So based on the above opinions, it can be found that tourist destinations have the responsibility to make a product or service offered to visitors and complete good facilities and services to visitors. In some studies, it refers to the knowledge and influence of tourists on a particular destination, known as destination familiarity (S. Kim et al., 2019). But, in the context of "familiarity/novelty", it has more to do with the psychological reaction of tourists to the environment of the new destination. The kinship of this destination must be owned by tourists so that tourists can determine which tourism has good facilities and products. A good tourist destination also has a responsibility to facilitate everything that increases the familiarity of tourists towards tourist destinations

Tourism destinations are a comprehensive concept that includes all tourism-related service providers and businesses. It is more difficult to manage and organize than corporate social responsibility, which focuses solely on individual business responsibilities without considering the impact on stakeholders as a whole. (Volgger & Huang, 2019).

In general, the more familiar a destination is to tourists, the less authentic the destination and local community will be. Examples of features or attributes that must be facilitated by tourist destinations such as directions, trash cans, toilets, entrances/exits, and others. Some of the examples above also have benefits that increase the sense of concern for the tourist environment. Tourists can know where the landfill is, tourists can know where the toilets are. Sometimes such small things become the most important part for tourist destination owners to have a sense of concern for the environment. However, all of the above will happen if all concerned.

For example, Farooq et al. (2017) diagnosed that the employees' cultural and social orientation depends at the extent to which they can become aware of themselves with their business enterprise based totally on their CSR perceptions. Likewise, the findings of De Roeck et al. (2016) disclosed that employees of socially and seasoned-environmental agencies are more inclined toward their firms once they understand that their groups are intrinsically honest in CSR activities. That way an Empathy attitude will be formed on employees in each tourist destination.

Empathy-altruism states that human being's pro-social behavior is pushed through altruistic motivations and that these motivations may be so effective that humans without difficulty pick out to help others at the rate in their very own profits (C. Wang et al., 2016). As a critical individual personality trait, empathy can inspire tourism practitioners to trade their point of view primarily based on an incorporated way of wondering, for that reason influencing their behavioral choices. in particular, tourism practitioners with excessive empathy can place themselves within the shoes of tourists from pandemic areas, recognize their wishes, connect with them emotionally, and behave closer to them with the inducement to assist.

Environmental empathy and connectedness to nature are major constructs that explain versions of pro-environmental conduct. Environmental empathy is linked to theories of interpersonal empathy, although they are honestly wonderful constructs (Tam, 2013). Environmental empathy refers back to the ability to experience and recognize issues related to the herbal surroundings (Albelda & Sgaramella, 2015), and it influences one's attitudes and behaviors towards the natural environment (Cheng & Monroe, 2012; Diyana Mustapa et al., 2016; Palavecinos et al., 2016). furthermore, (Cheng & Monroe, 2012) determined that emotions of responsibility for the safety of nature are a key issue of pro-environmental attitudes and behaviors. Environmental empathy Musitu-Ferrer et al., (2019) are wonderful psychological

elements associated with the environment, which are predicted to sell environmental conduct. This means that Empathy for the environment can make tourism destinations good in the eyes of the community. So, the researcher took empathy as a variable that also influences the attitude of visitors in protecting the environment at Padang beach destinations.

Therefore, to create a pro-environment behavior, empathy from tourists with the familiarity of the destination and the Destination Social Responsibility that has been created by the owner of the tourist destination is also needed.

From the above description of the problem and based on the presented data. Researchers are interested in conducting a study entitled: **“The influence of destination social responsibility, destination familiarity and empathy to pro-environmental behavior (case study on padang beach destination)”**

## **1.2 Problem Statement**

Based on the background description above, the problem statement in this study is as follows:

1. How destination social responsibility influence to pro-environment behavior in padang beach destination?
2. How destination familiarity influence to pro-environment behavior in padang beach destination?
3. How empathy influence to pro-environment behavior in padang beach destination?

### **1.3 Research Purposes**

This research aimed to know and analyze destination social responsibility, destination familiarity and empathy have an influence on pro-environmental behavior on people who visit Padang beach.

### **1.4 Benefit of Research**

#### **1. Theoretical Benefits**

The result of this research is to develop knowledge and add insight related to the things being studied about how the influence of destination social responsibility, destination familiarity and empathy to pro-environmental behavior on Padang beach destination.

#### **2. Practical Benefits**

The results of this study will help organization of Padang beach destinations in increasing pro-environmental behavior in Padang beach destinations and help visitors as a means of implementing knowledge about increasing pro-environmental behavior. destination and visitor become a means to implement knowledge about improving pro-environmental behavior.

### **1.5 Scope of Discussion**

In conducting this study, it aims to analyze how the influence of destination social responsibility, destination familiarity and empathy to pro-environmental behavior on Padang beach. This research was conducted on the people domiciled outside West Sumatra by taking samples using questionnaires.



## **1.6 Systematics Writing**

To facilitate the understanding of this study, the researcher gave an overview of each chapter as a whole and will be divided into five chapters, consisting of:

### **Chapter 1: Introduction**

Exploring the research background, research problem, research objectives, benefit of research, scope of discussion and systematic structure of thesis.

### **Chapter 2: Literature Review**

This chapter explains the foundations of theory, previous research, frame of thought as well as hypotheses.

### **Chapter 3: Research Methods**

This chapter contains research variables and operational definitions, sample determination, data types and sources, data collection methods, analysis methods and hypothesis testing.

### **Chapter 4: Result and Analysis**

This chapter contains the characteristic of respondent, descriptive analysis, data collection and result of research.

### **Chapter 5: Conclusion and Implication**

This chapter explains the conclusion based on the research result, result implementation, future research recommendation.