

ABSTRACT

The growth of tourism does not always have a positive effect for the economy, but it can also cause negative externalities. For example, it can cause environmental damage in the tourism area. The environmental sustainability in tourism will be greatly influenced by the behavior of tourists. But on the other hand, if tourists do not care about the environment or do not have a positive environmental attitude it can endanger the environment in the tourism area which in this context is Gedong Songo Temple.

This study aims to analyze tourist behavior towards the environment using quantitative research methods and sampling techniques through non-probability sampling methods. From the results of the study it was found that the attitudes possessed by tourists had a positive effect on tourist behavior in maintaining the tourism environment with a coefficient value of 0.156, while subjective norm has a positive and significant effect on Intention with the coefficient value of the variable X2 is 0.211. The coefficient value of the variable X3 is 0.143, which means that the variable X3 has a positive and significant effect on Intention. Besides that, Perceived Behavioral Control has a positive effect on tourist behavior to protect the tourist environment and the coefficient value of the variable X5 is 0.535, which means that intention has a positive and significant effect on Environment Behavior.

Keywords: *Perceived Behavioral Control, Theory of Planned Behavior, Tourist's behavior*

