

Abstract

Sustainable tourist behaviour is a rapidly growing field within sustainable tourism.

Understanding what influences a tourist to behave sustainably is paramount in achieving and preserving a natural balance between Economic Sustainability, Social Sustainability and Environmental Sustainability as laid out under the Three-pillar concept. This study aims to understand what factors – internal and external – influence sustainable behaviour of tourists in tourist domains. Internal factors pertain to an individual decision maker and they influence the decision-making process of that person. There are eight variables under internal factors that are investigated in this study. External factors represent situational variables that influence individuals' decision to either motivate or deter them from making sustainable decisions. External factors are divided into macro-environment (PEST analysis) and micro-environment, consisting of 12 variables. These factors are analysed and determined to have influence or not on seven tourist domains, namely travel, transportation, accommodation, destination, tourist attractions, food and beverages, and souvenirs domain. This study applies qualitative method through online interviews with a semi-structured interview questions on a total of 33 participants from Australia, Indonesia, and Poland. This study further investigate if country of origin – Australia, Indonesia, and Poland – influence sustainable behaviour of tourists from those countries. The results of this study are robust, and contribute to the tourism literature in many aspects, specifically through the qualitative method findings as many researches in tourism focuses on quantitative method and thus forego the nuanced and rich tapestry of the human psyche. The study sheds new light on a complex structure of determinants influencing sustainable tourism behaviour.