

INTENTION TO ENGAGE IN SUSTAINABLE TOURISM: THEORY OF PLANNED BEHAVIOR PERSPECTIVE

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Abstract

Government, tourism organizations, business actors, tourists and local communities are the parties involved in developing sustainable tourism. For this reason, it is interesting to reveal how the intention of the local communities around a tourist destination, for their involvement in building and developing sustainable tourism. Theory of Planned Behavior can be adopted to measure the intention. It measures attitudes, subjective norms and behavioral control, which are reviewed from big data analysis (digital technology), economic factors and policy factors. This study aims to reveal the influence of big data analysis, economic factors and policy factors on the intention to engage in sustainable tourism, through the formation of attitudes, subjective norms and behavioral control adopted from TPB. The study was conducted on 30 SMEs in tourist village communities in Sampang Regency, Madura Island. The data obtained were analyzed using SEM-PLS. The results of the study found that the intention to engage has been formed and measured based on the perception of the Theory of Planned Behavior. Big data analysis, economic factors and policies influence the formation of attitudes, subjective norms and behavioral control of SME owners. However, only behavioral control influences the intention to engage. The intention to engage in supporting sustainable tourism refers to a behavioral control after perceiving policy factors from stakeholders or the government. For this reason, government intervention is needed as a collaborator in strengthening sustainable tourism in tourist village communities.

Keywords: sustainable tourism, intention to engage, TPB, digital technology, community empowerment.

INTRODUCTION

Sustainable tourism is a concept of tourism destination management with a holistic approach to optimize economic benefits, preserve the environment and empower the surrounding community. In order to promote a positive experience sharing between locals and tourists, sustainable tourism refers to tourism activities that conserve the natural, cultural, and social environment as well as the values that are inherent to a community. The relationship between tourists and the community is marked by equity, where visitors take a really participatory approach to their travel experiences and the benefits of the activity are distributed fairly. The active participation of both tourists and the host local population is a crucial component of sustainable tourism (Revila & Moure, 2020). Although the idea is intricate and multidimensional, it aims to balance economic, social, and environmental goals (Fuchs, 2023; Valencia et al., 2024). By emphasizing local ownership, cultural preservation, environmental sustainability, and economic empowerment, sustainable tourism enhances local welfare while maintaining cultural integrity (Ezzatian, 2024).

The implementation of sustainable tourism is useful for maintaining a positive cycle which are maintaining the ecosystem, preserving culture, stable community income, and improving the quality of life of the surrounding community (Fuchs, 2023). Government, tourism organizations, business

actors, tourists and local communities are the parties involved in developing sustainable tourism. Small Medium sized Enterprises (SMEs) play a important roles in sustainability (Luederitz et al., 2019). Moreover, Valencia et al. (2024) address that small business built by small medium enterprises (SMEs) have a big impact on natural conservation while act their business in tourism industry.

More specifically, Rehman et al. (2024) viewed big data analysis, economics and policy factors as important factors in generating SMEs' intention to engage in sustainable tourism. It is important to uncover the intention of the community around the tourist destination for their involvement in building and developing sustainable tourism (Fernandez-Abila et al., 2024; Iqbal et al., 2022; Kummitha et al., 2023; Lapuz, 2023). Intention measurement adopted the Theory of Planned Behavior (Ajzen, 2011) to measure attitudes, subjective norms and behavioral control in terms of big data analysis (digital technology), economic factors and policy factors (Rehman et al., 2024). Big data analysis is important to maintain the sustainability of SMEs (Shaik et al., 2024). Integration of big data analysis in sustainable tourism will become a research trend in the future (Agrawal et al., 2022). Big Data analysis significantly influences attitudes towards sustainable tourism (Del Vecchio et al., 2018; Li et al., 2018; Xu et al., 2020). Apart from big data analysis, another factor related to the formation of sustainable tourism is the economic factor. Fuchs (2023; O. Khan et al., 2023). Social norms and expectations around sustainable tourism are shaped by economic reasons, while policy frameworks shape (Gautam & Bhalla, 2024; Zhao et al., 2023) individual perceptions of control over sustainable tourism activities. Nevertheless, Islam et al. (2019) found that government policies have an insignificant effect on the formation of sustainable tourism. In contrast, Khan et al. (2021) found that sustainability policy has an impact on the development of sustainable tourism. Additionally, this study demonstrated that perceptions of sustainable tourism increase the likelihood of engaging in sustainable tourism (Rehman et al., 2024). Therefore, using the TPB in relation to big data analysis, economic framework, and policy factor, this study intends to investigate the readiness and intention of SMEs in the tourism industry to support sustainable tourism.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

A popular psychological paradigm for comprehending and forecasting human behavior is the Theory of Planned Behavior (TPB). TPB, which was created by Ajzen as an expansion of the Theory of Reasoned Action, asserts that behavioral intentions, which are formed by three fundamental elements: attitude, subjective norms, and perceived behavioral control. These elements have a direct impact on behavioral intention (Ajzen & Schmidt, 2020). The term "attitude" describes how someone feels about engaging in a behavior, whether it be positively or negatively. For example, people are more likely to develop a strong intention to engage in a behavior if they think it will result in positive results. The perceived social pressure to engage in a behavior is referred to as subjective norms. This includes opinions regarding whether or not other people (such relatives and friends) think the behavior is acceptable. A person's assessment of how easy or difficult an activity is to do is reflected in their perceived behavioral control, which is impacted by prior experiences. The intention to engage may be strengthened by a greater behavioral control (Ajzen & Schmidt, 2020; Sussman & Gifford, 2019).

The use of TPB has been widely adopted and used in research in various fields. (Murphy, 2014). In relation to tourism, TPB has been used to measure intentions to visit tourism attractions (Hasan et al., 2023; Liu et al., 2020). Use TPB, David (2025) specializing in research with students as the object, to measure the main components of TPB on the intention to visit local destinations. With the same TPB components, Sardonou et al. (2016) measuring entrepreneurs' intentions to engage in sustainable tourism. Meanwhile Sann et al. (2023) measured the intention in cycling tourism. (Ha, 2024) revealed that perceived environmental factors on attitudes, subjective norms, perceived behavioral control from SMEs, fostering intention in agritourism. SMEs' attitudes towards sustainable tourism are shaped by their beliefs about the benefits and outcomes of adopting

sustainable practices. Understanding how SMEs perceive sustainable tourism can influence their intention to adopt such practices. If they believe that sustainable tourism leads to positive outcomes, they are more likely to engage (Rehman et al., 2024). Subjective norms refer to the perceived social pressures that influence SMEs' decisions. In the context of sustainable tourism, these norms can be shaped by industry standards, customer expectations, and peer influence. If SMEs perceive that their competitors or industry leaders are adopting sustainable practices, they may feel pressured to follow suit. Additionally, customer preferences for sustainable options can create a social norm that encourages SMEs to engage in sustainable tourism to meet market demand. Perceived Behavioral Control (PBC) reflects SMEs' perceptions of their ability to implement sustainable tourism practices. This includes factors such as access to resources, knowledge, and support systems. If SMEs believe they have the necessary resources and capabilities to adopt sustainable practices, their intention to engage in sustainable tourism is likely to increase (O. Khan et al., 2023).

The first factor in generating SMEs' intention to engage in sustainable tourism is big data analysis. Big data analysis has been widely used in the tourism industry (Agrawal et al., 2022). Digital technology and tourism are two integrated things (Liasidou & Pipyros, 2025). Big Data analysis can help sustainable tourism by encouraging ease in choosing tourist attractions for potential visitors and increasing experience sharing for tourists. Thus, technological knowledge is important for tourists to understand in choosing tourist destinations (Ha, 2024). From the SMEs side, the use of big data allows SMEs in the tourism sector to analyze user feedback and consumer behavior more precisely. The use of big data in tourism marketing allows for the extraction of information on consumption patterns, preferences, and visitor behavior that can support better decision making for businesses (Alsaahfi & Alzahrani, 2023). This is important for SMEs in creating more personalized, environmentally friendly and competitive offers (Asiri et al., 2024), in line with the principles of sustainable tourism. In addition, big data analysis is important to maintain the sustainability of SMEs (Asiri et al., 2024; Kurniawati et al., 2022; Shaik et al., 2024). Integration of big data analysis in sustainable tourism is a research trend that will be carried out in the future (Agrawal et al., 2022). SMEs in the tourism industry are unlikely to successfully compete with larger rivals and online platforms using developing technologies (O'Connor, 2023). Achmad et al., (2023) create an integration model for SMEs that connects open innovation, stakeholders and support systems to achieve sustainable tourism. SMEs' attitudes towards sustainable tourism are shaped by their beliefs about the benefits and outcomes of adopting sustainable practices. Understanding how SMEs perceive sustainable tourism can influence their intention to adopt such practices. If they believe that sustainable tourism leads to positive outcomes, they are more likely to engage in it (Rehman et al., 2024). Big data analysis provides complete, real time and useful data to provide information related to environmental changes, changes in tourist behavior, and tourism-related economics (Agrawal et al., 2022). This triggers a positive attitude from SMEs and encourages involvement in sustainable tourism (Rehman et al., 2024).

H1: big data analysis influences attitudes

H4: attitudes influence the intention to engage

The second factor in generating SMEs' intention to engage in sustainable tourism is economic factor. The key to success in achieving sustainability is economic factors (Shaik et al., 2024). Sustainable tourism enhances local welfare with economic empowerment (Ezzatian, 2024; O. Khan et al., 2023). SMEs' in tourism destination attempts to incorporate sustainable practices into their operations, like reducing waste, utilizing locally produced goods, and involving visitors in conservation initiatives; the need for more stringent laws and community engagement in sustainable tourism; and the conflict between environmental preservation and economic expansion. By giving locals tourist-like experiences, SMEs can play a significant part in encouraging improved environmental stewardship. Businesses, governments, and communities must work together to balance long-term conservation with financial gains (Valencia et al., 2024). In the context of sustainable tourism, the subjective norms can be shaped by industry standards, customer expectations, and peer influence. Subjective norms, influenced by economic demands and societal

beliefs, If SMEs perceive that their competitors or industry leaders are adopting sustainable practices, they may feel pressured to follow (Rehman et al., 2024; Shaik et al., 2024)

H2: economic factor influences subjective norms

H5: subjective norms influence the intention to engage

The third factor in generating SMEs' intention to engage in sustainable tourism is policy factor. Policy frameworks are crucial in determining whether sustainable tourism initiatives are supported or unsupported. By defining what is acceptable in sustainable tourism, effective laws and regulations may empower people and organizations. In order to ascertain whether sustainable behaviors are embraced and sustained, policy frameworks' impact on how simple or complex people perceive them to be adopted (Achmad et al., 2023). Even though the government is the main party that makes policies and regulations, however Islam et al., (2019) found that government policies have an insignificant impact on the formation of sustainable tourism. Khan et al., (2021) found that destination social responsibility partially mediates the relationship between sustainable tourism policy destination management and sustainable tourism development. Perceived behavioral control may be improved by policy factor (Rehman et al., 2024) that offer financial incentives, clear instructions, and support for sustainability projects. Furthermore, encouraging SMEs to be proactive through resources and training could promote the adoption of sustainable tourism practices (Tyler et al., 2023).

H3: policy factor influences behavior control

H6: behavior control influence the intention to engage

RESEARCH METHODS

The research was conducted on 30 business owners (SMEs) in tourist village communities in Sampang Regency, Madura Island. The selection of this village community was intended to see the implementation of the Tourism Social Entrepreneurship framework in a new community that is only 4 years old, but has received awards from the Indonesian government and is able to change negative stigmas, increase regional income and create jobs. The SMEs in this tourist village communities is the member of Tourism Social Entrepreneurship, which is initiated by initiated by the village-owned public organization.. The analysis tool used is SEM-PLS. In the study, several variables were used, namely big data analysis, economic factors, policy factors, attitudes, subjective norms, behavioral control and intentions to engage and support sustainable tourism.

RESULTS AND DISCUSSION

Total of 30 SMEs owners were asked to fill out a questionnaire to see their intentions in creating sustainable tourism. The following is a recapitulation of respondent data

Table 1. Recapitulation of Respondent Data

Respondent Characteristics	Classification	Amount	Percentage
Gender	Woman	21	70%
	Man	9	30%
Status	Not married yet	123	61.5%
	Marry	77	38.5%
Age	Less than 30 years	14	47%
	31 – 45 years	11	37%
	More than 46 years	5	16%
Level of education	SD	12	40%
	Junior High School	6	20%
	Senior High School	12	40%

How long has the business been running?	3 – 5 years	13	43%
	6 – 7 years	17	67%

Source: research data

In path analysis, several variables are used, as figure 1 below. The data that has been obtained is still in the process of analysis using SEM-PLS.

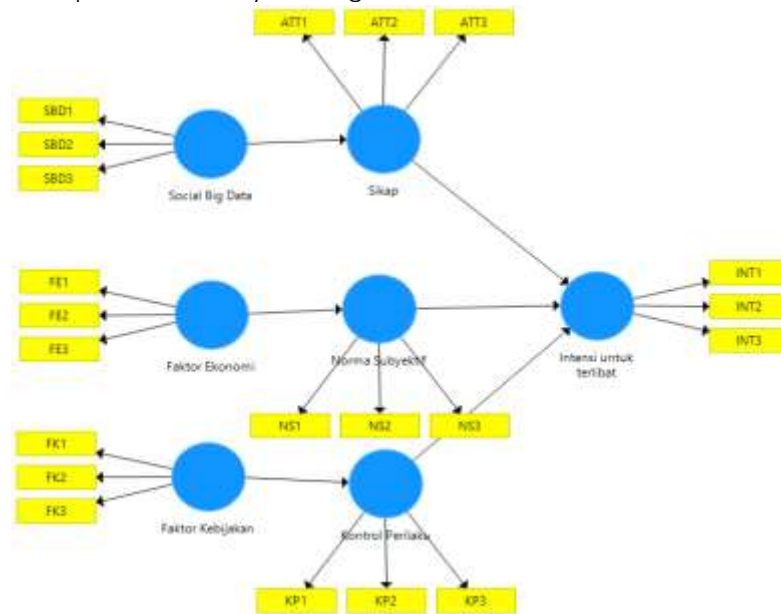


Figure 1. Research Model

Outer Model

1. Validity Test

a. Convergent validity

The following are the results of the Convergent validity test of this study.

Table 2. Convergent validity values from the second test

Variables	Indicator	Outer Loading
Big Data Analysis	SBD1	0.745
	SBD2	0.755
	SBD3	0.705
Economic Factors	FE1	0.892
	FE2	0.959
	FE3	0.914
Policy Factors	FK1	0.902
	FK2	0.960
	FK3	0.904
Attitude	ATT1	0.828
	ATT2	0.890
	ATT3	0.775
Subjective Norms	NS1	0.868
	NS2	0.643
	NS3	0.833
Behavior Control	KP1	0.906
	KP2	0.959
	KP3	0.900

Intention engage	to	INT2	0.862
		INT3	0.903

Source: research data

Measurement of convergent validity can be seen from the loading factor for each indicator. There are also other indicators that have outer loading values around 0.6, but these indicators are not removed from the model, assuming they are still acceptable. The results of the second test are presented in table 2.

Table 3 AVE (Average Variance Extracted) Value

Variables	AVE
Big data analysis	0.541
Economic factors	0.850
Policy factors	0.850
Attitude	0.693
Subjective norms	0.620
Behavior control	0.850
Intention to engage	0.779

Source: research data

From table 3 it can be seen that the AVE value of each variable studied has a value > 0.5, thus all variables can be declared valid.

b. Discriminant Validity

It is said to be passed or valid if the cross loading for each variable is > (greater) than 0.70 for confirmatory research and greater than 0.50 for exploratory research.

Table 4 Discriminant validity values (Cross Loading)

	Faktor ekono	Faktor kebija	Intensi untuk	Kontrol peril	Norma subye	Sikap	Social big da
ATT1	0,248	0,245	0,297	0,244	0,292	0,828	0,547
ATT2	0,345	0,351	0,427	0,354	0,364	0,890	0,508
ATT3	0,221	0,224	0,117	0,225	0,293	0,775	0,619
FE1	0,892	0,902	0,717	0,906	0,677	0,384	0,155
FE2	0,959	0,960	0,635	0,959	0,752	0,246	0,128
FE3	0,914	0,904	0,585	0,900	0,797	0,286	0,249
FK1	0,892	0,902	0,717	0,906	0,677	0,384	0,155
FK2	0,959	0,960	0,635	0,959	0,752	0,246	0,128
FK3	0,914	0,904	0,585	0,900	0,797	0,286	0,249
INT2	0,516	0,522	0,862	0,525	0,343	0,404	0,271
INT3	0,700	0,701	0,903	0,701	0,528	0,216	0,093
KP1	0,892	0,902	0,717	0,906	0,677	0,384	0,155
KP2	0,959	0,960	0,635	0,959	0,752	0,246	0,128
KP3	0,914	0,904	0,585	0,900	0,797	0,286	0,249
NS1	0,864	0,856	0,547	0,854	0,868	0,250	0,217
NS2	0,255	0,256	0,126	0,256	0,643	0,520	0,219
NS3	0,524	0,527	0,323	0,528	0,833	0,324	0,063
SBG1	0,147	0,140	0,115	0,138	0,043	0,305	0,745
SBG2	0,130	0,135	0,157	0,138	0,079	0,526	0,755
SBG3	0,152	0,144	0,149	0,142	0,274	0,558	0,705

Source: research data

Based on the data in table 4, it shows that the cross loading value of each indicator of all variables has a cross loading value of more than 0.70. This shows that the indicators of each variable are said to be valid.

Table 5 Discriminant Validity Value (AVE Square Root)

	Economic factors	Policy factors	Intention to engage	Behavior control	Subjective norms	Attitude	Big data analysis
Economic factors	0.922						
Policy factors	1,000	0.922					
Intention to engage	0.696	0.700	0.883				
Behavior control	0.999	1,000	0.702	0.922			
Subjective norms	0.808	0.804	0.501	0.803	0.788		
Attitude	0.328	0.330	0.341	0.331	0.381	0.832	
Big data analysis	0.194	0.191	0.197	0.190	0.204	0.669	0.735

Source: research data

Based on table 5, the Discriminant Validity value is measured from the square root of AVE and its value from the correlation between latent constructs. Thus, based on the cross loading value and the square root of AVE, the variables studied can be declared valid.

2. Reliability Test

The reliability test in this study is to see whether it passes or not by looking at the value of composite reliability and also Cronbach's alpha. Cronbach's alpha is a measurement of the lower limit of the reliability value. From table 6, the Cronbach's Alpha and Composite Reliability values have been presented. Each variable has a value above 0.7. Thus, the variables studied can be stated to be reliable and meet the rule of thumb for reliability testing.

Table 6 Cronbach's Alpha and Composite Reliability Values

Variables	<i>cronbach's alpha</i>	<i>composite reliability</i>	<i>Rule Of Thumb</i>	Information
Big data analysis	0.592	0.779	0.70	Reliable
Economic factors	0.912	0.944	0.70	Reliable
Policy factors	0.912	0.945	0.70	Reliable
Attitude	0.776	0.871	0.70	Reliable
Subjective norms	0.751	0.828	0.70	Reliable
Behavior control	0.912	0.945	0.70	Reliable
Intention to engage	0.719	0.876	0.70	Reliable

Source: research data

Inner Model

Inner model can be a structural model for hypothesis testing, to see the direct or indirect influence, significant or not the relationship between research variables and also to see the r-square value or q predictive relevance. The following is the r-square value

Variables	R-square
Intention to engage	0.522
Behavioral control	0.790
Subjective norms	0.653
Attitude	0.447

Source: research data

Next, the calculation of Q-Square based on the R-Square value is as follows:

Q-Square Value = $1 - [(1 - R^2_{\text{Intention to engage}}) \times (1 - R^2_{\text{Behavioral Control}}) \times (1 - R^2_{\text{Subjective Norm}}) \times (1 - R^2_{\text{Attitude}})]$

$$\begin{aligned}
 &= 1 - [(1 - 0.476) \times (1 - 0.79) \times (1 - 0.64) \times (1 - 0.428)] \\
 &= 1 - (0.524 \times 0.21 \times 0.36 \times 0.572) \\
 &= 1 - 0.023 \\
 &= 0.977
 \end{aligned}$$

Q-Square Value = 97.7%

Based on the results of the Q-Square test, it shows that Q2 has a predictive relevance value of 0.977 or 97.7%. This Q-Square value can indicate that this model is feasible, because the diversity of the data is able to explain the model with a percentage of 97.7%. The remaining 2.3% is explained by other variables that have not been explained in this research model. With the Q2 percentage result of 97.7%, the Partial Least Square (PLS) model that has been formed is good, because the model can explain 97.7% of the whole.

Hypothesis Testing

Hypothesis testing is done by SEM-PLS analysis, utilizing the bootstrapping feature in the smartPLS4 application. Hypothesis testing can be seen through the calculation of the Path Coefficient for direct influence and also the Specific Indirect Effect for indirect influence in the inner model test. The following is the research model after the second test by removing invalid indicators.

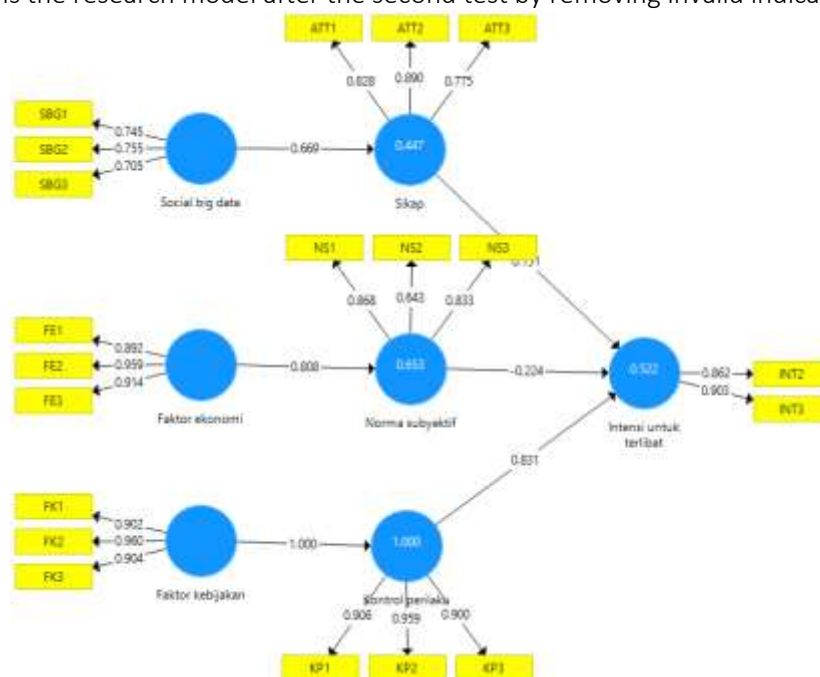


Figure 3. Research Model after the second test

Table 8 Results of Direct Influence Relationship Test (Output Path Coefficient)

Influence Between Variables	Original sample(O)	Sample mean(M)	Standard deviation(STDEV)	T-statistic	P-Values	Outcome
Economic factors -> Subjective norms	0.808	0.815	0.072	11,223	0,000	Accepted
Policy factors -> Behavioral control	0.990	0.990	0.009	8608,718	0,000	Accepted
Behavioral control -> Intention to engage	0.831	0.752	0.303	2,745	0.006	Accepted
Subjective norm -> Intention to engage	-0.224	-0.250	0.321	0.696	0.487	Rejected
Attitude -> Intention to engage	0.151	0.239	0.227	0.664	0.507	Rejected
Big data analysis -> Attitude	0.669	0.705	0.104	6,410	0,000	Accepted

Source: research data

Table 9 Results of the Indirect Influence Relationship Test (Output Path Coefficient)

Influence Between Variables	Original sample(O)	Sample mean(M)	Standard deviation(STDEV)	T-statistic	P-Values
Economic factors -> Intention to engage	-0.181	-0.206	0.270	0.669	0.504
Policy factors -> Intention to engage	0.831	0.752	0.303	2,745	0.006
Big data analysis -> Intention to engage	0.101	0.166	0.162	0.622	0.534

Source: research data

Tables 8 and 9 present the results of testing the relationship between direct effects and indirect effects. Table 8 shows that hypotheses 1, 2, 3, and 6 are accepted. This means that big data analysis has an influence on attitudes (H1), economic factors have an influence on subjective norms (H2), policy factors have an influence on behavioral control (H3) and behavioral control has an influence on the intention to engage (H6). Two hypotheses are rejected, namely H4 and H5, which means that attitudes and subjective norms have no impact the intention to engage. The indirect relationship is shown in Table 9. This table shows that policy factors effect the intention to engage through behavior control, while economic factors and Big data analysis have no indirect effect on the intention to engage.

RESULTS AND DISCUSSION

By forming attitudes, subjective norms, and behavioral control based on TPB, this study seeks to demonstrate how big data analysis, economic, and policy variables affect the intention to engage. The results of the study found that big data analysis has an effect on attitudes. Attitudes can be formed from a series of information received. Big data analysis plays an important role in providing accurate, real-time and comprehensive information about sustainable tourism (Rehman et

al., 2024). Big data analysis or digitalization is becoming important for both visitors and tourism management organizations and other businesses related to tourism.(Li et al., 2018; Marx et al., 2021). The use of big data analysis is important in the development of sustainable tourism.(Del Vecchio et al., 2018; Zhao et al., 2023). In this study, SME owners use big data analysis or digitalization in the simplest way to see visitor preferences in other tourist destinations or to see current trends in the world of tourism. This is what makes big data analysis have a positive effect on the attitudes of SME owners.

Subjective norms are positively impacted by economic (H2). Social norms and expectations around sustainable tourism are shaped by economic reasons, while policy frameworks shape (Gautam & Bhalla, 2024; Zhao et al., 2023) influence individual perceptions of control over sustainable tourism activities. Results of this study are also in line with Rehman et al. (2024). Community-based tourism in Sampang Regency opens up new jobs and improves the economy of the surrounding community, thus forming positive norms and expectations for the surrounding community. The most common positive existence of tourism-based communities (Tourism Social Entrepreneurship/TSE) identified in local communities is job creation, increased income, support for local material suppliers for use in TSE, and obtaining funds for education programs (Franzidis, 2019; Moscardo et al., 2017), economic growth (Jørgensen et al., 2021). Additionally, TSE is able to sustain enterprises and create tourism-related economic activities because of its natural capital, which also helps to create jobs. (Altinay et al., 2016). The owner of SMEs said that since the opening of tourist destination, managed by tourist village community, there have been job opportunities as food sellers, parking managers, souvenir makers and as homestay providers. Moreover, the development of infrastructure in the form of highway access via the south coast of Madura Island has been improved, thus increasing access to destination. This has improved their living standards and formed positive norms for the surrounding community. In other words, when tourism is considered economically beneficial, tourism will be accepted socially and become a normative practice.

As with economic factors, policy factors also have a positive influence on behavioral control (H3). Policy factors have a positive influence on behavioral control (H3). It means that policy factors have significant impact on whether sustainable tourism initiatives are supported or unsupported. Clear laws and regulations that define what is acceptable in sustainable tourism may empower people and organizations. (Rehman et al., 2024). Government support in the form of policies is important in developing sustainable tourism (Altinay et al., 2016). Government support received by SMEs owners in particular is policies related to the protection of nature and culture as well as the availability of various training for self-development, disaster prevention and environmental preservation. Stakeholders might feel more in charge of adopting sustainable tourism practices with the help of an efficient policy framework.

According to the TPB framework, a person's intention to engage in a behavior is influenced by their attitudes toward that conduct. It makes sense that if stakeholders, including travelers and business people, have favorable opinions about sustainable tourism, they will be more inclined to adopt sustainable tourism practices (Rehman et al., 2024). This is contrary to the results of the study which found that attitude has no effect on the intention to engage in sustainable tourism (H4). The same result was also found in the relationship between subjective norms and the intention to engage in sustainable tourism (H5). It can be said that H5 is not proven. However, H6 is proven, namely the intention to participate in sustainable tourism is positively impacted by behavioral control. A crucial element of the TPB is behavioral control, which describes a person's belief in their capacity to carry out a specific behavior. Stakeholders are more inclined to use sustainable tourism practices when they believe they have the autonomy, resource and knowledge (Rehman et al., 2024). If explored further, governmental and institutional support is needed because the tourism potential in these destinations cannot be utilized for human resource development without support from various stakeholder groups in developing countries (Altinay et al., 2016). Tourism SMEs do not view political and social capital as a resource that can be used for profit, but also as one that must be modified to fit new circumstances and given the ability to work with others to identify and resolve social issues

and change social structures. Thus it can be said that the intention to engage is more triggered by the existence of government policy factors that support tourism development.

CONCLUSION

Big data analysis, economic factors and policies influence the formation of attitudes, subjective norms and behavior control of SME owners. However, only behavior control influences the intention to engage in supporting sustainable tourism. The intention to engage in sustainable tourism refers to a behavioral control after perceiving policy factors from stakeholders or the government. The results of this study confirm the critical mediation of behavioral control in the tourism SMEs sector. Theoretically, this indicates that regulation, economic incentives do not automatically become behavioral intentions without first increasing the sense of control of business owners over resources and sustainability procedures. For policy makers, these results emphasize that interventions must be more than just policy socialization; the government needs to act as a collaborator, by providing village tourism analytics or big data literacy training, as a way to concretize the perception of control of SMEs owner. For this reason, government intervention is needed as a collaborator in strengthening sustainable tourism in tourist village communities. The results of this study are limited to MSME owners in Sampang Regency, so different results will be obtained if the object is different or expanded. Further research could apply this model to other tourism sectors, such as rural or heritage tourism, and examine moderators such as digital literacy, personal environmental values, and MSME financial capacity, which may strengthen or weaken the relationship between big data/policy and PBC.

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