

## Are Tourists' Environmental Behavior Affected by Their Environmental Perceptions and Beliefs?

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**Abstract:** The key to eliminating environmental problems depends mainly on how much individuals are motivated to change their consumer behaviors and participate in more environmentally responsible practices. The purpose of this research is to examine if tourists' environmental behaviors are affected by their environmental perceptions and beliefs and how these concepts influence tourists to engage in environmentally responsible behaviors while visiting Hassan, Karnataka India. Random sampling utilizes a structured questionnaire for this investigation. The questionnaire consisted of four sections with 335 participants. The results showed that some tourists engage in positive environmental behaviors. It also revealed that the tourists largely held positive environmental beliefs and perceptions, and are aware of the concerns for the environment, however, they are not ready to transfer their environmental beliefs into their behavioral practices. Their main aim when on vacation is to experience the destination and activities offered, relax and enjoy the cultural atmosphere and to generally "have a good time".

**Key words:** *behaviour, environmental beliefs, perceptions, ecotourism, consumer's behaviour*

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