**HABITUATING ECOTOURISM AS AN EFFORT TO ACCELERATE THE RECOVERY OF INDONESIAN TOURISM**

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**ABSTRACT**

The development of ecotourism in Indonesia is increasingly in demand by the public. Ecotourism is a concept that combines ecological and environmental protection, as well as sustainable economic growth. This research looked at how environmental awareness, perceived environmental value, consumer effectiveness, and environmental attitudes influence and shaped ecologically friendly tourist behavior. This study uses an online survey conducted by taking a sample of 250 tourists. The structural equation (SEM: Structural Equation Model) and the NEP (New Environmental Paradigm) methods were used in the research to determine the causative link between the creation of environmentally friendly behavior habits and the causal relationship between the formation of environmentally friendly behavior habits and the formation of environmentally friendly behavior habits. The findings revealed that: (1) there was a significant relationship between attitudes, perceived environmental values, and perceived consumer effectiveness. (2) Environmental awareness is influenced by how people see the environment. (3) Consumption's perceived efficacy has a significant influence on ecotourism. (4) Consumption effectiveness has a significant impact on ecotourism. Overall, the study results show that the cultivation of ecotourism habits provides a scientific foundation and academic assistance to accelerate Indonesian tourist recovery.

*Keywords: Ecotourism; Planned Behaviour; Structural Equation Model; New Environmental Paradigm*