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The Influence of Students' Knowledge of Ecotourism on Their Environmental Behaviors

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ABSTRACT

Economic development and progress that have occurred in the world with the globalization increasing the development levels of the countries has negative and irreversible effects on the environment. Negative environmental situations provide environmental awareness and make people more conscious and sensitive to the environment. In the context of sustainable tourism, tourists who move with consciousness to meet the needs of future generations while using natural resources, prefer destinations that place emphasis on environmentally responsible practices. It is important that tourist guides, who play an important role in promoting the destination, have environmental awareness and that guides act in this direction. The aim of this research is to determine the Nevşehir Hacı Bektaş Veli University Tourism Guidance undergraduate students' knowledge of ecotourism and to show how this knowledge affects students' environmental behaviors. The data will be obtained using the questionnaire form. Reliability, t-test, ANOVA, correlation and regression analyzes will be used in addition to frequency and percentage distributions for the analysis of data.

Keywords: Ecotourism, Environmental Behavior, Tourism Guidance Students, Sustainable Tourism.