

**A RELATIONSHIP BETWEEN ECOLOGICAL CONSCIOUSNESS AND PREDISPOSITION PAYS
MORE FOR TOURISTIC DESTINATIONS THAT ADOPT SUSTAINABILITY PRACTICES
A Study with Consumers from Pernambuco – Brazil.**

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The objective of this article was to analyze the relationship between the ecological conscience of the consumer and his predisposition to pay more or not to visit tourist destinations that adopt practices of sustainability. As a complementary objective, the relationship between ecological awareness and demographic variables was analyzed. For that, a survey-type study was conducted, and the sample was composed of 282 participants. For analysis, multiple linear regression and variance analyzes were used. The results revealed that both less and more ecologically conscious consumers are willing to pay more for tourism destinations that adopt sustainability practices. However, the more conscious are more inclined to pay percentages higher than 10%. It has also been seen that women are more ecologically aware than men and, as the age increases, more conscious consumers tend to stay. It was concluded that those responsible for tourist destinations can develop strategic actions to preserve the site with rates or prices of services with agile to meet the costs of preservation. On the other hand, the destination should strengthen its attractions by associating them with sustainability practices so that these are the main motivators of the visitation. The study contributes to the literature by revealing that both ecologically conscious and nonconscious consumers have some level of predisposition to pay more to visit destinations that adopt sustainability practices, with higher percentages being generally more accepted by the more ecologically conscious.

KEY WORDS: *Ecological awareness, preservation rate, sustainability practices.*