



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

E-PROCEEDING HoTWeC 6.0

**THE GAME ON 2022:
THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan
Kampung Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



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PREFACE

This book summarizes the selected papers of student conference focused on the current issues in hospitality, tourism, and wellness field. Presented papers deal with investigation of issues and challenges of hospitality, tourism and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be use in the future researcher and industries players in the future.

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ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism & Wellness Colloquium 6.0 2022, held on June 13 and 14, 2022 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

Khairil Wahidin Awang, PhD
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Nurzehan Abu Bakar
Nurul Fardila Abd Razak
Mohd Hafzal Abdul Halim
Nor Maizana Mat Nawi
Fauzan Hafiz Bin Muhammad Safri
Nur Azimah Othman

Fadhilahanim Aryani Abdullah
Nurul Aziah binti Ahmad
Abdullah Muhamed Yusoff
Zaimatul Binti Awang
Nur Farihin Binti Abd Hadi Khan
Muhammad Firdaus Bin Bidin
Mohammed Ruqaimi Bin Remeli

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

Motivating Factors to Visit Ecotourism Destinations among Tourists

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ABSTRACT

This study was conducted to examine the motivating factors in ecotourism participation. Ecotourism is described as travelling to relatively untouched natural places with the purpose of studying, appreciating, and enjoying the beauty of the wild creatures and plants that inhabit there. The objectives of this study are to examine the relationship between interpersonal relationships, attitude, infrastructures and diversity towards tourist's motivation in ecotourism participation. To achieve the objectives of this study, the researchers used a quantitative method to get more detailed information. A questionnaire was used in data collection to discover the knowledge, opinions, and experiences of the respondents regarding their motivation in ecotourism participation, which is distributed using social media platforms. The data was then analysed with descriptive statistics, reliability and validity tests, and Pearson Correlation. Thus, this study will expand further knowledge on factors that motivate tourists to participate in ecotourism activities.

Keywords: *Ecotourism Motivation, Interpersonal Relationships, Attitude, Infrastructures, Diversity*

INTRODUCTION

Ecotourism has become one of the most common types of tourism when people start to pay attention on conservation and preservation of environment back in 1970s and 1980s (Sherpa & Suklabaidya, 2021). It encompasses a range of concepts such as tourism in nature, adventure tourism, sustainable tourism, green tourism, rural tourism, wilderness tourism, and responsible tourism (Nordin & Jamal, 2020). Many ecotourism locations have been established in Malaysia to provide an opportunity for tourists from both within and outside the country to appreciate the natural beauty of the country, and their visit is prompted by a variety of factors that motivate tourists to come. Local government cannot deny that the viable and profitability that the tourism industry bring to the local residents could help in the economics of that area by generating income and property (Carvache-Franco, Segarra-Oña, & Carrascosa-López, 2019).

Tourist arrivals, economy, and socio-culture over the last decade have seen growth in Malaysia. In the Visit Malaysia 2020 campaign, Malaysia has made a concerted effort to promote the country's ecotourism uniqueness (Nordin & Jamal, 2021). Consequently, a new National Ecotourism Plan 2016–2025 (NEP 2016–2025) was commissioned to realign Malaysia's ecotourism policies with contemporary concerns by the Ministry of Tourism, Arts, and Culture (MOTAC). The research concurred that the sustainability of ecotourism destinations was a significant issue, and the NEP 2016–2025 identified strong ecotourism governance as a potential solution (Gan, Nair, & Hamzah 2019). Meanwhile, there is not much research to prove in smaller scope whether the factors are related to ecotourism. Therefore, this study will investigate the role of interpersonal relationships, attitude, infrastructures, and diversity in ecotourism participation motivation. The four objectives of this research are:

1. To examine the relationship between interpersonal relationships and tourist's motivation in ecotourism participation.
2. To investigate the relationship between attitude and tourist's motivation in ecotourism participation.
3. To determine the relationship between infrastructures and tourist's motivation in ecotourism participation.

4. To identify the relationship between diversity and tourist's motivation in ecotourism participation.

Significance of the Study

Academic Contribution

This study contributes to the body of knowledge by expanding the factors of ecotourism motivation among local and international tourists. Factors such as interpersonal relationships, attitude, infrastructures, and diversity are found to have a significant relationship with tourist motivation. From methodological perspectives, data was gathered when the world is moving towards endemic from Covid-19. Therefore, the perspectives of respondents might be different before Covid-19. With the data that was collected, this research can help future researchers learn more about how tourists' motivations relate to ecotourism.

Practical Contribution

The results of the study will show the significance of interpersonal relationships, attitude, infrastructures and diversity to the ecotourism industry. This study will give more understanding of the current needs and development of ecotourism in the market. This basically shows the potential of ecotourism. This research would give a clear direction for industry players, stakeholders, and government agencies in developing the ecotourism industry with a new perspective.

LITERATURE REVIEW

Ecotourism Motivation

Motivation is one of the variables that can be observed in tourists behaviours before and after their trip to a holiday destination (Carvache-Franco et al., 2020). Motivation plays a very fundamental role in the life of a tourist as it can be used as a point to look at psychological imbalances gained in the travel experience. Thus, motivation can be a set of needs that can make it an influence to participate in tourism activities. Making motivation as a basic factor in the learning process of ecotourism can make tourists aware of motivation and make it an experience to enjoy their tourism. Motivation is instilled in ecotourists because they really enjoy nature. This is because they choose activities that are related to natural activities and are motivated by reason of wanting to protect them. Every tourist has a motivation and purpose that they want to achieve while they do activities related to their travel experience (Carrascosa-López et al., 2021).

Previous studies have evaluated the motives for ecotourism development (Puri, Karanth, and Thapa, 2019). The study has pointed out two reasons: to protect the biodiversity in the area and to help the local communities grow economically. The increase in the presence of tourists to ecotourism destinations to some extent helps the locals as it is one of the resources that can help increase their income and standard of living (Sherpa & Suklabaidya, 2021).

Interpersonal Relationships

Interpersonal relationships involved connections or a relationship between two or more people. There are several sorts of relationships, depending on the context and expectations of the persons, such as friendship, family, and professional or working relationships (Sravanti, 2017). Interpersonal relationship is the relation between individuals that occur in a variety of forms, including family, friendship, work, and groups (Jena et al., 2020). A survey on the impact of tourism in China stated that the development of tourism had increased the priority of people towards interpersonal relationships rather than money, the desire of wanting the recognition and reputation from the society to visit the destination had changed the attitude of people (Zhuang, Yao & Li, 2019). According to Carrascosa-López et al. (2021), the protected area in

ecotourism is ideal for travellers to meet friends and family, which was the survey's second most significant motivator.

Interpersonal relationships have a significant impact on deciding the mobility of visitors to travel. The needs and wants of an individual to maintain the relationship by face-to-face contact had motivated people to go travel (Hibbert, Dickinson, & Curtin, 2013). According to Diaz-Christiansen, López-Guzmán, and Pérez-Gálvez (2016), one of the most valued motivations for ecotourism in the survey was “spend time with family and friends”. A previous study also stated that travel with the family had become a fast-growing sector as they make family tourism as part of normal daily life to strengthen their family bonds. The interaction of travel companions was more frequent compared to the interaction between visitors and local community, or other casual tourists (Chen et al., 2021). The time spent with family or friends would be more when having ecotourism as the family or friends get to experience the journey and nature together.

Attitude

Attitude, according to theorists, performs many functions. Attitudes represent essential components of one's self-concept and identity, in addition to the obvious object-appraisal role of driving people toward positive and away from negative outcomes (Zunick, Teeny, & Fazio, 2017). Attitudes may be implicit or explicit, conscious or unconscious, logical or irrational, and extraverted or introverted. People's attitudes are their evaluations of objects, ideas, events, or other people. Positive and negative attitudes are also possible as an attitude (Olufemi, 2012). Since individuals' attitudes toward ecotourism are thought to be one of the key factors of their travel motivation of ecotourism destinations or participate in ecotourism activities (Lai & Nepal, 2006), researchers must capture and categorise attitudes within a complete and diverse system that reflects the structural diversity of those individuals' expectations and experiences (Weaver, 2013). In previous studies, it is stated that attitude toward a behaviour is defined as the degree to which an individual has a favourable or unfavourable judgement of that behaviour (Ajzen, 1991). It is a significant predictor of behavioural intention. Meanwhile, people with a good attitude and interest in ecotourism are driven to places where the natural environment and culture are preserved and chances for learning and experiencing are available. The outcome also reveals that the positive attitude of consumers towards ecotourism has a favourable impact on ecotourism intention, ecotourism interest, and willingness to pay a premium for ecotourism (Lu, Gursoy, & Del Chiappa, 2014).

Infrastructures

Infrastructure has become one of the elements of regional ecotourism products. It is divided into 2 types: basic facilities that require techniques, such as road facilities, energy, transportation, telecommunications, and others; institutions and facilities that are related to science, education, health, culture, and tourism are included as social infrastructure (Wardana et al., 2021). Ecotourism infrastructure encompasses supplementary and complementary facilities, equipment, systems, procedures, and resources that are required for the operation of every tourist site. In other terms, much focus has been given to the views of tourists, in specific critiques and recommendations, as well as rates of satisfaction when creating ecotourism infrastructures (Patricia et al., 2020).

This is strongly tied to ecotourism infrastructures, which should focus on showing and enjoying a region's natural values rather than requiring the natural environment to be changed for behaviours that are opposed to that aim (Boley & Green, 2015). Previous studies recommended constructing appropriate facilities for eco-tourism places, promoting education, and raising awareness among locals by arranging tourism and associated resource training courses for them to further promote area ecotourism by posting its image on the internet, handing out posters and booklets, and organising incentive tours (Leung et al., 2018). Furthermore, the quality of

facilities should be increased, and tourism items should be diversified in order to ensure infrastructure management according to perfect planning and to motivate tourists (Ramyar et al., 2020).

Diversity

Diversity is defined as the quality or fact of including a range of many people or things that are very different from each other (Oxford University Press, 2005). Diversity in ecotourism includes floral diversity and faunal diversity (Shrivastava, Hore, & Kala, 2020). Tourists can increase their knowledge of ecosystems and can take part in natural restoration. Thus, ecotourism can increase knowledge of the diversity found in ecotourism (Carrascosa-López et al., 2021). Other than that, tourists can also do adventure sports activities such as rafting, canoeing, boating, trekking, camping and opportunities for jungle trekking and climbing (Shrivastava, Hore, & Kala, 2020). This aims to preserve plants and wildlife that have nutritional and aesthetic value (Kamala, Dutta, & Mondal, 2021). If the diversity of ecosystems is not conserved and preserved, it will become extinct and there will be no more species of wildlife, flora and fauna, birds, and marine life in this world.

In previous studies, conservationists have recognized local communities that play an important role in conserving biodiversity (Shrivastava, Hore, & Kala, 2020). Other than that, ecotourism can benefit the local community because natural resources have great potential of their own. Poorly maintained and consistent diversity will result in the destruction of nature's ecotourism attractions (Sherpa & Suklabaidya, 2021). Diversity in ecotourism can motivate tourists because they can add knowledge and increase their knowledge about the importance of caring for the environment and nature because it is one of the resources that help the development of the earth. According to Shrivastava, Hore, and Kala (2020), the diversity of natural resource products can be used to motivate people due to the creation of job opportunities.

Research Hypothesis

The literature review highlighted the independent variables like interpersonal relationships, attitude, infrastructures and diversity. Therefore, the study planned to collect data from 232 respondents to examine the level of effect among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is a significant relationship between interpersonal relationships with tourist's motivation in ecotourism participation.
- H₂** There is a significant relationship between attitude with tourist's motivation in ecotourism participation.
- H₃** There is a significant relationship between infrastructures with tourist's motivation in ecotourism participation.
- H₄** There is a significant relationship between diversity with tourist's motivation in ecotourism participation.

Research Framework

The Figure 1 below shows the research framework for this study.

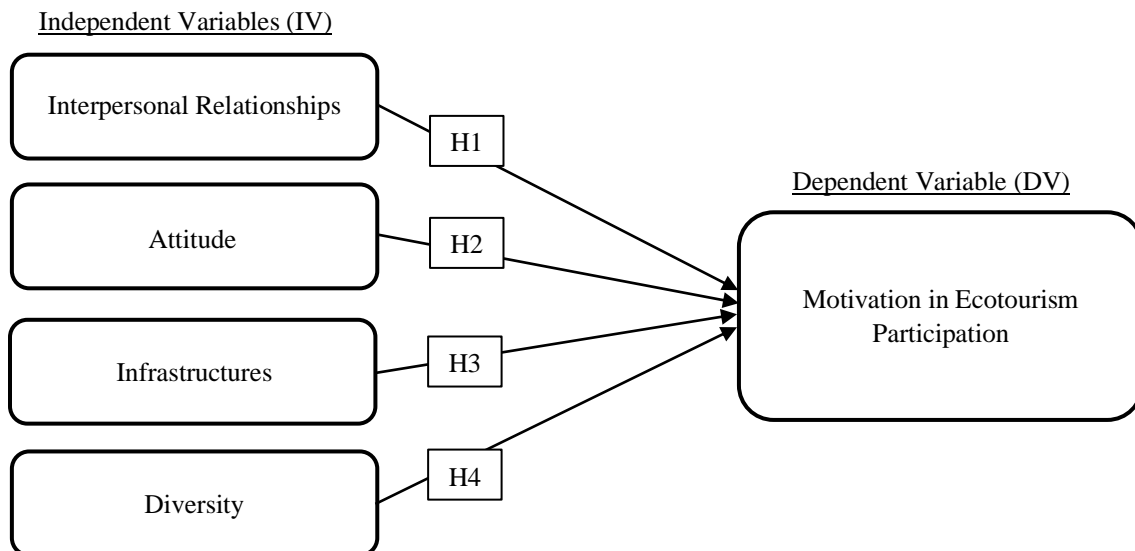


Figure 1: Research Framework

METHODOLOGY

Research Design

In this study, the researcher used a quantitative method in which the questionnaire were distributed to 232 respondents, consisting of ecotourism tourists from several countries, including Malaysia. The population for this study was tourists from within and outside the country. This was intended to collect data for this study related to the motivational factors of tourists from abroad and within the country to visit ecotourism destinations.

As for questionnaire, the researchers divided the questions into 3 sections, namely sections A, B, and C to collect data from the respondents. In section A, the questionnaire is related to the demographic information of the respondents. The demographic information consists of gender, age, country of origin, monthly income, marital status and experience of tourists visiting ecotourism and ecotourism in Malaysia. While for parts B and C, they are related to independent variables and dependent variables. The questions are described according to independent variables, namely interpersonal relationships, attitude, infrastructures and diversity.

Data Collection

Data collection for this study was conducted in the form of a questionnaire distributed through Google Form. In the questionnaire, respondents will be given a choice of a 5-point Likert Scale to answer the questions. The researcher shared this questionnaire through various applications such as WhatsApp, Twitter, Telegram, and Facebook. The researcher conducted a questionnaire in the Google Forms application to make it easier for respondents to answer this research question without wasting much time.

Population and Sampling

In this study, non-probability sampling was used to determine the number of respondents. This study used convenience sampling to collect data. The targeted respondents of the study were local and international tourists. Online questionnaire had been chosen as the tool to collect data.

Data Analysis

There were 4 types of analysis used in this study, namely frequency, descriptive, reliability test and Pearson correlations analysis. The data obtained were analysed using Statistical Package for the Social Sciences (SPSS). The purpose of descriptive analysis is to determine or identify the frequency of respondents selecting the same option. The purpose of the reliability test is to ensure that the distributed questionnaires can accurately assess the variables provided in this study, including local cuisine, local culture, Islamic values, and incentive to visit Kelantan. The measurement assesses whether or not all items inside each questionnaire variable are linked or trustworthy. Correlation analysis, meanwhile, is a statistical technique utilised in the research to identify the significant and strength of the relationship.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this study.

Table 1: Frequency Analysis

| Characteristics | Frequency | Percentage (%) |
|--------------------------|-----------|----------------|
| Gender | | |
| Male | 78 | 33.6 |
| Female | 154 | 66.4 |
| Age | | |
| 18 – 24 years old | 152 | 65.5 |
| 25 – 34 years old | 38 | 16.4 |
| 35 – 44 years old | 29 | 12.5 |
| 45 – 54 years old | 8 | 3.4 |
| 55 – 64 years old | 3 | 1.3 |
| 65 years old and above | 2 | 0.9 |
| Nationality | | |
| Malaysia | 208 | 89.7 |
| Indonesia | 9 | 3.9 |
| Taiwan | 4 | 1.7 |
| Kenya | 4 | 1.7 |
| India | 1 | 0.4 |
| Italy | 1 | 0.4 |
| West Africa – Ghana | 1 | 0.4 |
| Vietnam | 1 | 0.4 |
| Australia | 1 | 0.4 |
| Singapore | 2 | 0.9 |
| Status | | |
| Married | 58 | 25.0 |
| Single | 171 | 73.7 |
| Widowed | 3 | 1.3 |
| Monthly Household Income | | |
| RM2000 and below | 126 | 54.3 |
| RM2001 – 3000 | 29 | 12.5 |
| RM3001 – 4000 | 34 | 14.7 |
| RM4,001 – 5,000 | 24 | 10.3 |

| | | |
|---|-----|------|
| RM5,001 – 10,000 | 13 | 5.6 |
| RM10,001 and above | 6 | 2.6 |
| Occupation | | |
| Government servant | 19 | 8.2 |
| Private sector | 78 | 33.6 |
| Student | 119 | 51.3 |
| Retired | 2 | .9 |
| Housewives; homemaker | 5 | 2.2 |
| Unemployed | 9 | 3.9 |
| Experience in Visiting Ecotourism Destination | | |
| Yes | 198 | 85.3 |
| No | 15 | 6.5 |
| Not Sure | 19 | 8.2 |
| Experience in Visiting Ecotourism Destination in Malaysia | | |
| Yes | 196 | 84.5 |
| No | 18 | 7.8 |
| Not Sure | 18 | 7.8 |

Table 1 shows the result of frequency analysis. A total of 232 respondents participated in the survey and the results based on the collected data were summarized. The majority of the respondents are female, which accounted for 66.4% of the total sample. For the age range from 18 to 24 years old has the highest respond rate which is 152 people. In terms of nationality, most of the respondents are Malaysian with 89.7%. Meanwhile, 25% of respondents are married, 73.7% of them are single, and only 3 people are widowed. As for the monthly household income, most of the respondents fall into the category of RM2000 and below with 54.3%. In terms of occupation, 51.3% of the respondents are students, followed by workers in the private sector with 78 people. Also, 85.3% of respondents have experienced visiting ecotourism destinations, while 6.5% of respondents have never experienced visiting ecotourism destinations. In terms of experience in visiting ecotourism destinations in Malaysia, 196 people answered “Yes”, while those who answered “No” and “Not Sure” were of the same amount with 18 respondents.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this study.

Table 2: Descriptive Analysis

| Variable | Items | Mean Score | Standard Deviation |
|-----------------------------|--|------------|--------------------|
| Interpersonal Relationships | I wish to spend time with family or friends during my travelling to ecotourism destinations. | 4.55 | .615 |
| | I think travelling to ecotourism destinations could help me strengthen my relationship with others. | 4.44 | .656 |
| | I hope to connect with family or friends during my travelling to ecotourism destinations. | 4.46 | .682 |
| | I think travelling to ecotourism destinations could help me reflect on past memories. | 4.23 | .831 |
| | I think travelling to ecotourism destinations could help me reminisce about my relationship with others. | 4.17 | .895 |

| | | | |
|--|---|------|------|
| Attitude | I feel comfortable when travelling to ecotourism destinations. | 4.46 | .637 |
| | I feel happy when travelling to ecotourism destinations. | 4.44 | .662 |
| | I find it interesting to travel to ecotourism destinations. | 4.44 | .635 |
| | I like to travel to ecotourism destinations. | 4.42 | .686 |
| | I feel very enjoyable to travel to ecotourism destinations. | 4.45 | .622 |
| Infrastructures | The ecotourism destinations that I will visit should have access to transportation. | 4.37 | .664 |
| | The ecotourism destinations that I will visit should have access to accommodation facilities. | 4.46 | .695 |
| | The ecotourism destinations that I will visit should have access to food facilities. | 4.44 | .669 |
| | The ecotourism destinations that I will visit should have access to tourist destinations. | 4.47 | .702 |
| | The ecotourism destinations that I will visit should have access to handcrafts shops. | 4.11 | .861 |
| Diversity | I am interested in learning about nature. | 4.37 | .665 |
| | I like to explore the wilderness and undisturbed of nature. | 4.36 | .713 |
| | I wish to get a better appreciation of nature. | 4.49 | .631 |
| | I visit ecotourism destinations to observe flora and fauna. | 4.51 | .651 |
| | I wish to photograph landscapes and wildlife. | 4.48 | .696 |
| Tourist's Motivation in Ecotourism Participation | I would like to visit ecotourism destination in Malaysia. | 4.51 | .603 |
| | Malaysia has many ecotourism places I have always wanted to visit | 4.42 | .646 |
| | I am willing to participate in Malaysia ecotourism in the future. | 4.49 | .645 |
| | I will consider participating in ecotourism in Malaysia | 4.37 | .714 |
| | I will encourage my family and friends to participate in ecotourism in Malaysia. | 4.47 | .644 |
| | I will enjoy spending time when participating in ecotourism. | 4.53 | .677 |

Table 2 shows the mean and standard deviation for twenty statements under four independent variables and six statements under the dependent variable based on the survey involving 232 respondents. The highest mean value for the interpersonal relationships factor was obtained by Question 1 with 4.55, where the respondents agreed that they wish to spend time with family or friends during travelling to ecotourism destinations. In terms of attitude, the highest mean value was obtained by Question 1 with 4.46, where the respondents agreed that they feel comfortable when travelling to ecotourism destinations. Meanwhile, the highest mean value for the infrastructures factor was obtained by Question 4 with 4.47, where the respondents agreed that the ecotourism destinations that they will visit should have access to tourist destinations. As for the diversity factors, the highest mean value was obtained by Question 4 with 4.51, where the respondents agreed that they visit ecotourism destinations to observe flora and fauna. Next, the highest mean value for the dependent variable, tourist's motivation in ecotourism

participation was obtained by Question 6 with 4.53, where the respondents agreed that they will enjoy spending time when participating in ecotourism.

Result of Reliability Analysis

Table 3 below shows the reliability analysis of this study.

Table 3: Reliability Analysis

| Variable | Number of Items | Cronbach Alpha |
|--|-----------------|----------------|
| Interpersonal Relationships | 5 | .813 |
| Attitude | 5 | .879 |
| Infrastructures | 5 | .814 |
| Diversity | 5 | .838 |
| Tourist's Motivation in Ecotourism Participation | 6 | .857 |

Table 3 indicates the Cronbach's alpha values of the independent variables and dependent variable. All the variables have been tested using reliability Cronbach's alpha output. The Cronbach's alpha value for interpersonal relationships is 0.813, which is considered good; thus, the coefficient is reliable. Next, the Cronbach's alpha values for attitude, infrastructures and diversity are 0.879, 0.814 and 0.838, respectively, which are considered good as well; thus, the coefficient values are also reliable. Lastly, the dependent variable, tourist's motivation in ecotourism participation was measured using 6 questions and the Cronbach's alpha value is 0.857, which is also good. Therefore, the study can conclude that all items for each variable are reliable.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation analysis of this study.

Table 4: Pearson Correlation Analysis

| Hypothesis | Results | Result (Supported/Not Supported) |
|---|--------------------------|----------------------------------|
| H ₁ : There is a positive relationship between interpersonal relationships and tourist's motivation in ecotourism participation. | r =0.593 p-value=0.00 | H ₁ is supported |
| H ₂ : There is a positive relationship between attitude and tourist's motivation in ecotourism participation. | r =0.650 p-value=0.00 | H ₂ is supported |
| H ₃ : There is a positive relationship between infrastructures and tourist's motivation in ecotourism participation. | r =0.488 p-value=0.00 | H ₃ is supported |
| H ₄ : There is a positive relationship between diversity and tourist's motivation in ecotourism participation. | r =0.636 p-value=0.00 | H ₄ is supported |

Table 4 shows the result of Pearson correlation analysis of the study. Overall, all the relationships between the variables were positively moderate correlated. The relationship between interpersonal relationship and tourist's motivation in ecotourism participation is moderate and positive with 0.593. The p value is 0.00, which is less than the significance level of 0.01 and this specifies a significant relationship between interpersonal relationship and tourist's motivation in ecotourism participation. Therefore, Hypothesis 1 is accepted. Next, the relationship between attitude, infrastructures and diversity with tourist's motivation in ecotourism participation has shown a moderate positive correlation with 0.650, 0.488, and 0.636 where all the p value is 0.00 and is less than the significance level of 0.01. This implies

a significant relationship between attitude, infrastructures and diversity with tourist's motivation in ecotourism participation; therefore, Hypothesis 2, 3, and 4 are also accepted.

DISCUSSION & RECOMMENDATIONS

In general, this study has extensively researched the motivating factors of tourists in visiting ecotourism destinations. The study has found a relationship between the independent variables and tourist's motivation in ecotourism participation.

Several recommendations are made to strengthen the study and obtain more effective information. Among them, the study could be conducted using qualitative methods. A structured face to face interview is better in getting a clear and precise response from the respondents. Next, the researcher must first identify the desired target respondents more specifically. The desired target should be appropriate to the title of the study because if the respondent has known a little about the issue of the study, it may facilitate the discovery of information more clearly and quickly. Other than that, early steps such as trying to enter active groups related to the topic of study ought to be made. This is because members of the group already know about the study and perhaps, they will also help fill in the required information. Lastly, the researchers could consider other variables for future study such as relaxation and self-development.

CONCLUSION

In conclusion, this research aims to understand the relationship between the factors that motivate tourists for ecotourism, and it also explains the problem statement and sets out the objectives and questions of this research. The dependent variable, which is factors that motivate tourists in ecotourism participation, and independent variables, which are interpersonal relationships, attitude, infrastructures, and diversity of ecotourism, are also being explained because both play a major role in carrying out the purpose of this study. This study explained the data analysis that had been collected by the researchers by utilising Pearson's Correlation Coefficient analysis from 232 respondents from the local and international tourists. The data collected has been explained in order to determine whether the purpose of this study has been achieved. From this study, it can be concluded that all the research questions have been answered, and that all independent variables are significantly influenced.

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