



MEASURING ECO - TOURIST PERCEPTION, KNOWLEDGE, ACCEPTANCE AND REVISIT INTENTION IN MALAYSIA

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ABSTRACT

The purpose of this study is to identify various problems found in various sectors of ecotourism. Most of them are problematic about community thinking, lack of understanding about ecotourism activities, lack of facilities, and so on. The objective of this study is to study the influence of ecotourism according to perception, knowledge, and acceptance on the intention to revisit Malaysia. As for that, the quantitative methodology is used in this study. The simple size sampling is used as a sampling frame. The total number of 150 respondents were targeted and analysed using the Statistical Package. The result from this study is to measure eco tourist perception, knowledge, acceptance, and revisit intention in Malaysia. The finding from this research is plausibility to engage for the future research. This study will be beneficial to appreciate the nature and knowledge while research has been done. Practitionery among people can be gained to appreciate the nature place when they can get knowledge and acceptance towards to take care eco-tourist place in Malaysia.

ABSTRAK

Tujuan membuat kajian ini adalah mengenalpasti pelbagai masalah yang didapati dalam pelbagai sektor dalam ekopelancongan. Kebanyakannya bermasalah tentang pemikiran masyarakat, tidak memahami tentang aktiviti ekopelancongan, kekurangan fasiliti dan sebagainya. Bagi objectif kajian ini adalah untuk mengkaji pengaruh ekopelancongan menurut persepsi, pengetahuan, dan penerimaan terhadap niat untuk melawat semula di malaysia. Untuk itu, metodologi kuantitatif digunakan dalam kajian ini. Persampelan size mudah digunakan sebagai kerangka persampelan. Jumlah keseluruhan 150 responden telah ditargetkan dan dianalisis menggunakan Statistical. Hasil dari kajian ini dijelaskan terdapat hubungan dalam mengukur persepsi pelancong eko tourist, pengetahuan, penerimaan dan niat melawat semula ke Malaysia. Temuan dari penyelidikan ini adalah masuk akal untuk terlibat dalam penyelidikan masa depan. Kajian ini amat menguntungkan untuk menghargai alam semula jadi dan ilmu berguna apabila kajian telah dilakukan. Amalan dalam kalangan masyarakat dapat ditingkatkan untuk menghargai alam semula jadi apabila mereka mendapat ilmu dan dapat menerima untuk menjaga tempat eco-pelancongan di Malaysia.

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This chapter explain the background of study, and followed with the problem statements, research objective, research question, scope of study and definition of term. In this study is mainly about Measuring Eco- Tourist Perception, Knowledge, Acceptance and Revisit Intention in Malaysia. We will research on this topic and discuss on the main three independent variables which are the perception, knowledge and acceptance hence the dependent variable which is revisit intention

1.1. BACKGROUND OF THE STUDY

Ecotourism, or tourism that is centred around visiting natural environments and participating in activities such as national park touring and wildlife viewing, has grown in popularity with international and domestic tourists alike (Sowards & Varela, 2013). In order to foster a connection between environmental preservation and local development, ecotourism has been developed in many locations with significant natural values. Ecotourism projects that are both socially and environmentally responsible, however, usually struggle to become economically viable (Zubaidah & Arsih, 2021).

The definition given by this relationship about ecotourism is more thorough and states "Intentional travel to normal regions to comprehend culture and regular history of the climate, taking consideration not to adjust the uprightness of the ecosystem, delivering economic open doors that make the preservation of the regular assets gainful to the nearby individuals (José C. Brito, 2020).

The quintessence of ecotourism as "earth mindful travel and appearance to somewhat undisturbed regular regions, to appreciate, study and value nature (and any going with social highlights - over a wide span of time) (Ceballos-Lascurain, 2017), that improves security, has minimal undesirable guest impact, and accommodates valuably dynamic financial inclusion of nearby populaces (D.A. Fennell, 2019).

Ecotourism is becoming considerably more well-known across the world, yet it has a critical down to earth esteem in emerging nations where the necessities of ruined networks might struggle straightforwardly with the need to benefit from the developing tourism industry

(Sanaa Nadeemg,2021). It can likewise be seen that numerous regions overall have been assigned as tourism areas of interest by designers without giving an idea to the effect that this choice will have on the neighbourhood networks. These people group might rely upon these separate regions for food and sanctuary, however their interests are covered underneath the potential for monetary income (Raji, Karim, Ishak, & Arshad,2017).

Subsequently, ecotourism is a way to counter to this issue. It means to make feasible and supportable tourism open doors, and in that way restricts the effect that this multitude of exercises will have on the climate. It likewise helps in working on the existences of the nearby individuals living here. The ecotourism idea comprises of centre standards which remember the minimization of modern effect for the climate, building ecological and social mindfulness, enabling neighbourhood networks, bringing issues to light of the political, natural and social issues of the nation concerned lastly to guarantee that the experience is positive for all gatherings including the guests and the hosts (Mary,2022).

The point is to accomplish capable and maintainable tourism practices to the advantage of all and drawback of none. Information is perhaps of the main figure the progress of any ecotourism adventure. Those proposing the task should acquire close information on the area, the fauna, the greenery and the networks living there (Sowards,2012). They should comprehend what these various variables might mean for on one another and what a little change in anybody of them will mean for the rest. They should comprehend the way of life of dealing with individuals' relationship with the climate, and how they view ideas like hunting, cultivating and assembling materials for individual use.

1.2. PROBLEM STATEMENT

Among the problems is that many attractions are not ready to accommodate tourists due to a lack of facilities and perfect management. ecotourism destinations must be comprised of services and facilities which cater to visitor needs. According to Norlalle (2020), Tourism Malaysia has implemented various tourism promotions. However, there are a few tourists centre that do not maintain the facilities well, causing inconvenience to tourists. Ecotourism places are mostly located in remote areas and close to hills or forests. with the geographical conditions of some ecotourism places that have more mountains and beaches, it is necessary to use the appropriate vehicle to reach the tourist destination. If not, provide a vehicle such as a 4x4 car such as a Ford Ranger, or Toyota Hilux to be used as an intermediary to bring the tourists to their destination, in the coastal or island areas provide speed boats for tourists. such as elephant trekking in Pahang and sea canoeing in Terengganu, which are being stretched to the limit due to rapid growth.

The next problem is the deviation of tourists' perception of ecotourism. Tourists do not deeply understand the concept of ecotourism. Mostly, tourists want to do tourism activities in an environment-themed area but they do not comply with some rules set by the authorities. The main goal of ecotourism is the process of communication with nature, granting a minimum load on ecological systems (Dzhandzhugazova et al., 2019a). There are eight basic principles that need to be followed to protect the importance of ecotourism. These include reducing the impact on the environment, minimizing the impact of development, increasing respect for the country being visited, optimizing economic profits for the country as well as increasing satisfaction for tourists. There are various guidelines set by local authorities such as Ecotourism development must manage natural resources to maintain their original state as far as possible, and eco-tourists must avoid traveling in sensitive areas that are easily damaged and difficult to restore, furthermore, ecotourism management must take into account the nature existing resources to organize appropriate activities. In addition, co-tourism must promote the development of education and the creation of awareness to maintain the ecosystem of the area rather than just exploiting economic growth. The complexity of the guidelines makes tourists tend to travel elsewhere. Therefore, causing tourists to make fewer visits to ecotourism places.

In addition, the problem of knowledge about the ecological system of the environment. Those who organize ecotourism with the theme of environmental preservation need to have knowledge and understanding of the environment in order to be able to carry out tourism

activities correctly with existing goals. In turn, ecotourism performs important educational and enlightening functions, ensuring compliance with the principles of environmental sustainability (Dzhandzhugazova et al., 2019b). the problem of understanding the concept of ecotourism. some tourists do not understand correctly the concept of ecotourism causing when they do tourism activities not according to the guideline. the situation will affect the environment causing flora and fauna habitats to be affected this publication is designed to provide knowledge and understanding of ecological systems. Hopefully, visitors will be more concerned about environmental conservation. The learning process of environmental education is carried out by using the potential of natural resources.

The next problem is the problem of the development of ecotourism infrastructure. The increasing number of tourists has caused some parties to manage facilities, infrastructure, and services for visitors. The tourism industry must always support every provision of infrastructure and facilities provided by the government. The provision of infrastructure and facilities provided can provide comfort and safety to tourists and the surrounding residents.

In addition, the perception of local communities towards ecotourism destinations is needed for further development. This is based on the ecotourism basis that the community needs to be involved in the management process (planning, monitoring, and evaluation). At its inception, the local community was not interested in participating in the management of attractions. However, by conducting a persuasive approach, the local community began to understand and support the tourist destination. Understanding the local community's perspective on tourism development can minimize the negative effects arising from tourism development, in addition to maximizing benefits, facilitating community development and developing policies that contribute more to tourism (Thetsane, 2019).

1.3 RESEARCH OBJECTIVES

- O1: To examine the influence of eco-tourists, perception on revisit intention in Malaysia.
- O2: To examine the influence of eco-tourists, knowledge on revisit intention in Malaysia.
- O3: To examine the influence of eco-tourists, acceptance on revisit intention in Malaysia.

1.4 RESEARCH QUESTIONS

Q1: To what extent, does eco-tourists' perception influence on revisit intention in Malaysia.

Q2: To what extent, does eco-tourists' perception influence on revisit intention in Malaysia.

Q3: To what extent, does eco-tourist's perception influence on revisit intention in Malaysia.

1.5 SIGNIFICANCE OF THE STUDY

This research would be beneficial to the Malaysian's Eco-Tourism because they will know the perception, knowledge, acceptance, and revisit intention among tourist in Malaysia. In this study the Malaysian's Eco-Tourism can alert in the performance part of the tourism in Malaysia. The research would also be beneficial to the economy because the profit of the country will be able increase for better future for Malaysian's people. Government can easily to detect the problem occur and any step could be taken to make sure the Eco-Tourism in Malaysia run smoothly in every year. This research would be helping the local people who work in this field to know the perception, knowledge and more to attract the local and international tourist in Malaysia. Unemployment would be decrease among local people in Malaysia if many job in this field have been serve to them after the number of tourists increase to visit Eco-Tourism. Satisfaction among tourist is the key word to success in any business when the needs of them be fulfilled. Another that, this research would be beneficial to the future researcher because they can get some information that might needed in their research and some of their question may possibly be answered by this research.

1.6 DEFINITION OF TERMS

1.6.1 *Eco-Tourist Perception*

Perception in Eco-Tourist is involving with tourist who use to give the positive or negative perception about Eco-tourist in Malaysia. Tourist perception can be defined as tourist's opinion towards certain things that involve in Eco-Tourist field. Their perception

is important to build up the infrastructure, place, and more to become more interesting place to attract them to visit. (Yacob, 2022)

1.6.2 *Eco-Tourist Knowledge*

Eco-Tourist knowledge would be occur when the ecotourism site is high perceived that make the customers satisfaction with the service. The attitudes among tourist towards ecotourism fully mediate the influence of ecotourism knowledge on ecotourist satisfaction. Different knowledge about nature place has been increase among visitors when they are enjoying along visiting that place. (Sarmiento, 2018)

1.6.3 *Eco-Tourist Acceptance*

Increasing attention on climate change, and improved environmental awareness worldwide, eco-tourism has been widely promoted worldwide. The acceptance among tourist has been wild to make sure they get experience to visit the natural place. Facilitate eco-tourism and local communities should take necessary action by government agencies. (Geng, 2018)

1.6.4 *Revisit Intention*

Revisit intention is defined as an individual's readiness or willingness to make a repeat visit the same destination. Another that, according to this theory, individual's intention or repeat intentions are the driver of human behaviour. (Abbas et al., 2020)

1.7 SUMMARY

To summarize that by studying this first topic, we can know the importance and scope of business research, in turn being able to explain what research is and how it is defined. Apart from that, we can also distinguish between applied and basic research, as well as know the importance of research to a manager and when business research is needed. and finally, be able to elaborate on the ethical issues involved in business research. For the next topic, we will discuss the literature review, which is the definition of eco-tourist in eco-tourism, want to know the perception in tourism circles, know the level of tourism acceptance, and increase the intention of revisiting tourism in Malaysia.



CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

According to the guidelines, chapter two refers to several parts starting from the literature review, which is to describe the perception, knowledge, and acceptance, and review the intentions related to ecotourism. Next is to explain the three hypotheses in this study. Besides that, the conceptual framework shows the relationship between the independent variable (IV) and the dependent variable (DV) and ends with a summary. This study aims to measure ecotourists' perception, knowledge, acceptance and intention to revisit in Malaysia.

2.1 PERCEPTION

The perception of tourist on eco-tourism is very important to the nature conversation. As previously mentioned in the chapter 1 where eco-tourism extremely provides a huge revenue to the community and the country specially to set up and develop the nature conversation schemes. Ecotourism promotes the stewardship of natural and cultural resources while also assisting in their conservation (Kasalak & Akinci ,2015). However, achieving the stated objectives is difficult without the strong support and participation of the local population. The purpose of this study was to comprehend how the local population saw the benefits and significance of ecotourism (Figuroa-Domecq & Segovia-Perez ,2020).

There are many sides on perception towards eco-tourism. For example, the perception on Malaysia tourist, perception on foreigner from oversea, on government and plenty more. Firstly, will discuss on the Malaysia tourist perception. There is plenty state in Malaysia which bring the idea of eco-tourism. Such as, the 'Gunung Kota Kinabalu' in Sabah, 'Taman Negara', 'Rendau' Rompin, Langkawi Island, 'Gunung Miri' in Sarawak, River of Sarawak, 'Tasik Ladang' in Kuala Lumpur. Malaysian mainly prefer to travel within Malaysia just because the uniqueness of Eco-Tourism which attract them. The greenery forest and the crystals clear beach in 'Pulau Redang' in Terengganu plays the vital role to attract the Malaysian tourist. Some Malaysian Tourist prefer to travel within Malaysia compare to overseas due to the eco-tourism in Malaysia (Negacz, 2021)

Moving on to foreigner tourist perception. The Foreigner tourist mainly visiting Malaysia just because of the greenery and eco-tourism. During the winter season in other country, they

prefer to travel to Malaysia to explore the greenery and the eco-tourism mainly. Despite, the fresh air and high level of oxygen attract them the most in Malaysian during winter autumn season (Šaparnienė,2022). Even though they do have the famous eco- Tourism places to visit but they still prefer to visit Malaysian and choose Eco-Tourism over here during the climate changes season. By assuring high-quality tourism experiences, absorbing or adjusting to tourist pressures, and regulating biological variety and ecosystem services and functions, ecotourism can support sustainable development. In developing nations like Malaysia, it encourages ownership, management, and an equal division of the benefits from local natural resources among the local populations. It also supports employment, markets, and the preservation of cultural traditions (Carter,2020)

On the other hand, the main perception towards government which plays a very important role in Eco-Tourism in Malaysia. Malaysia has tragically lagged behind in terms of efficient rules and execution despite its commitment to environmental sustainability. The 2010 Economic Model, which makes policy pledges, promises to support the expansion of sustainable economic growth, which includes the sustainable tourism sector. It is estimated that between 2010-2021, deforestation was responsible for a loss of 6.6% of the nation greenery (Ramli et. al., 2016). Government engagement is most open in underdeveloped economies when tourism planning and promotion is typically directly directed by governments. Governmental organisations are becoming more involved in the creation, organisation, and management of tourism-related activities. They are also investing greater resources in these efforts. Based on this supposition, they work to find materials and create images that may be used for tourism-related objectives to help the local economy flourish and generate cash, as well as to help them socially and politically (Ballesteros & Ramirez, 2017). Apart from that, the biggest attractions in Malaysia towards Tourist are greenery, beaches, scenery, wildlife and forest. Few tourism spots are truly famous among local either international tourist in eco-tourism in Malaysia. About 20 sites in Peninsular Malaysia, Sabah and Sarawak probably account for the vast majority of ecotourism by foreign tourists.

2.2 KNOWLEDGE

According to the definition that academics, professionals, and private conservation organisations have worked to develop since 1960, ecotourism emphasises the development of environmental conservation behaviour and thought patterns in addition to the enjoyment of the stunning ecological landscape found within tourism areas (Gupta. G, 2014). This method of moving from contemplation to action was created in an effort to safeguard the quality of tourism resources through ecological preservation. The objective is to guarantee that tourist-related activities persist for a long time and can preserve the local economy, social culture, and ecological environment, as well as a balanced growth of sustainable tourism. Additionally, this approach broadens our comprehension of the local natural environment, inhabitants, and traditional and social cultures found in natural places. As a result, research by ecotourism and ecological academics demonstrates that the natural environment provides the conditions for ecotourism (including the aboriginal culture). Ecotourism serves to preserve the environment and promote local development that is sustainable and can benefit all stakeholders (e.g., regional ecological managers, community residents, local tourism operators, and tourists) (Niñerola, A, 2019).

Tourists are given recreational experiences that direct their environmental awareness in order to address the ecological characteristics of people who travel to tourist destinations. However, this could not result in responsible travel practises (Garrigos-Simon, 2018). Numerous studies (Whitford, M., 2010) revealed that adopting eco-friendly practises are not always the result of having environmentally favourable thoughts. These environmental-friendly activities ought to be viewed as "necessary prerequisites" for ecotourism. Few people participate in participatory tourism in emerging nations in Asia when autocratic states are transitioning towards democratic states (Giaretta, 2015). The governance of tourism, a type of tourist management that is based on the procedures Asian nations use to manage ecotourism regions, was covered in this study. Investment dollars are injected to increase the tourism governance staff in accordance with the standards and legal framework for ecotourism established by these nations.

With regard to the proposed 'knowledge' dimension of ecotourism, which is the first dimension of environment literacy, this study aims to ascertain participants' comprehension of ecotourism, level of awareness and perception, and judgement or evaluation. This study's definition of environmental knowledge is the mental process of gaining comprehension

through reflection, experience, and the senses (Clarke, 2017). As a result, environmental knowledge includes the comprehension of ecotourism acquired through thinking, experience, and the senses through independent and classroom learning. According to the literature study, responsible tourism, educational tourism, participation tourism, and governing tourism are all part of the knowledge component of ecotourism. To promote environmental consciousness through interactions between people and the environment, environmental knowledge education is offered. As a result, people begin to appreciate and explore their surroundings, which makes them more conscious of and cognizant of environmental issues.

2.3 ACCEPTANCE

Acceptance among tourist that involving them to more get knowledge in eco-tourist make this sector getting bigger in every year. The knowledge and promoting about this tourism sector especially in the online platform, can spread it to other people in different generation. (Ulfy, 2021). Acceptance makes something easier to share with other people to try something beneficial to appreciate the nature and beautiful scenery in every state in Malaysia, such as Terengganu, Kedah, Selangor and more. Acceptance means fully acknowledge the facts of a situation and not fixating on how it should not be that way. This is also can avoid people to often harsh judgment of something and break away from thoughts. Another that, it is also helping to preserve the environment. Choosing the ecotourism destination indirectly helping to protect the destination that the tourist visiting. For example, the acceptance among local community participation in ecotourism at National Park in Pahang, Malaysia. The participation local community to joining and supporting this park especially who live near the tourism areas can together to protect it. The present study determines the local communities to participate in ecotourism development at the tree National Parks, specifically Taman Negara Kuala Koh, Taman Negara Kuala Tahan, and Taman Negara Merapoh. (Hui, 2020)

Beside Pahang state, it is also happened in Perlis, Malaysia that acceptance among people to protect and visiting the eco-tourist place. It is involved with Gua Kelam, Gua Wang Burma and Gunung Perlis (Anuar, 2020). This place has potential to give the local and international tourist to get new knowledge about different kind of flora and fauna species in there. Nature place that has been care in good condition make the place more beautiful when people surrounding there more appreciate about the place. Their acceptance to protect the nature place

from the harsh with a lot of negative factors that involve with people, animal, or natural disaster. Another that, several parts in Selangor have been recognised as ecotourist place in local community to become rice farming and fishing community. Their perception to trust in that state to become one of the interesting places to visit, make more economic and visiting area become more successful. (Fikri, 2020).

2.4. REVISIT INTENTION

Intention to travel again before the tourists decide to go again, the place they have visited must have several factors that make them feel impressed and interest them to visit the area again. Factors that can attract tourists to travel in ecotourism areas are largely the awareness of tourists towards the environment mass tourism" to special interest tourism "ecotourism" (Agarwal et al., 2018). In this modern age, most tourists are more sensitive to the good environment and the atmosphere of interesting places. For example, tourist spots in Pahang. which has a beautiful view of the beauty of the environment. Now there are trends that are always followed in social media that encourage doing good activities that do not have a negative impact on the environment of the thing they will choose is to participate in ecotourism activities. Tourism is an interesting activity because they can visit interesting areas to get beautiful scenery. The next factor is the beauty of flora and fauna. In the jungle, there are various species of flora and fauna that are difficult to see outside. As such, they felt amazed and strange to see the miracle in the jungle. For example, Kinabalu Park, Sabah is one of the most beautiful and interesting parks in Malaysia. This natural environment is home to a wide variety of plant and animal species, some endemic, others endangered. In addition to Mount Kinabalu itself, here there are also over 4500 species of flora and fauna including tropical mountains, alpine spara forests, shrubs, and many more. Besides that, it is also said to be influenced by the nature of wanting to find strangeness. In this world, there are various climates and different geographical conditions causing foreign tourists to want to know about the condition of the flora in Malaysia that has unique and is not the same as in their home country. Therefore, curiosity may mitigate declines in cognitive functioning with age and keep people healthy and happy by exploring and learning something new (Ruan et al. 2018). With the presence of some of these factors, tourists will travel again to attractive eco-friendly places in our country.

2.5 HYPOTHESES

H1: Eco-tourist perception is positively related to revisit intention.

Eco-tourist is recognized as the important thing to know if it can affect local communities' perception of natural resources and be important determinants of conversation behaviour. Moreover, it is encouraged positive experiences for visitors and as well as hosts. (Waylen, 2019). Ecotourist is affecting the conversation among local community on how they react to discuss this topic. The positive perception that has been given make the other people involve them in positive vibe on how important the nature place must be protected from any harm to make sure of future generation can try to visit this beautiful scenery in their own country beside improve the economy. They will revisit and visit any nature place to make sure they can get experience again how to appreciate the nature beside helping the local ecotourism agency.

H2: Eco-tourist knowledge is positively related to revisit intention.

Knowledge about the exploring nature place would increase beside to know well about different species plants and animal in that place who is very difficult to find it in certain place. Beside that, it is also encouraging the tourist to get the knowledge to encourage them to protect the nature place in Malaysia. Such as mountain, forest, beach and more that provide the local community with jobs. Awareness would be spread, if the visitor visits that place to increase more awareness and avoid causing destruction to the living things around them beside revisit intention would be focusing on this topic. According to the Brooking (2022) responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. They would revisit the place because the attractiveness knowledge and want to gain more about it.

H3: Eco-tourist acceptance is positively related to revisit intention.

According to the International Ecotourism Society, ecotourism is defined as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Malaysia has vast biodiversity, to provides the tourism sector to move forward and attracting visitors to experience it. From that, the advertising in social media is updated continuously to ensure the people can get information about eco-tourist in online platform and

make more of them more accept the uniqueness natural areas surrounding them to visit. (Ulfiy, 2021). This appearance can easily visitors to choose different of beautiful natural place to explore it using online platform. The increasing acceptance among tourist, the higher number of revisit attention would be if they accept and appreciate the beautiful nature place in Malaysia.

2.6 RESEARCH FRAMEWORK

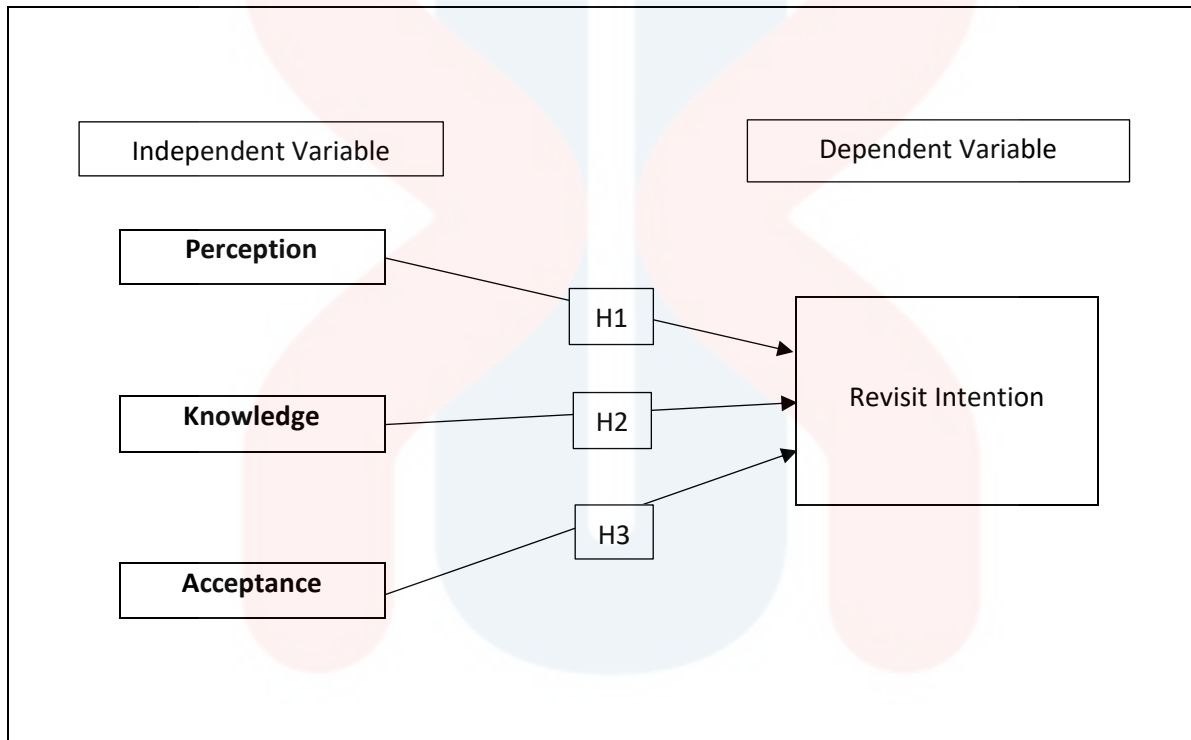


Table 2.1: Research Framework

Based on table 1 above, independent variables are the parameters that impact the revisit intention in Malaysia. The dependent variable (DV) is revisit intention in Malaysia. In this analysis, three independent variables (IV) determined measuring eco-tourist perception, knowledge and acceptance. The independent (IV) and dependent variable (DV) that will be used in this study are seen in table 1. This table demonstrates the relationship between tourist perception, knowledge and acceptance impact with revisit intention in Malaysia on eco-tourist.

2.7 SUMMARY

In summary, this chapter provided definitions, analyses, classifications and clarification of the components that contributed to measuring eco-tourist especially on perception, knowledge, acceptance and the revisit intention. Moreover, in this chapter we also discuss the hypothesis of this study. On the other hand, there's also research frame work on our study which will briefly explain on the independent variable and dependent variable. Lastly, conceptual framework is one of the key points in chapter two, that have been identified according to the research issues and from the previous research study which related to eco-tourism in Malaysia.



CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter is about methodology. This chapter describes the type of analysis used to complete the case study. The research methodology used to perform this report, the target population, the sample size, the sampling technique, the research instrument, the data analysis and the summary of this chapter are closed. Research is an intellectual activity and such as the term must be used in an industrial sense (Kothari,2014). In short, the approach used by this study has been explained. This section illustrates the entire process involved in performing this study session.

Analysis is an analytical practice, such as the word must be used when conducting research in an industrial context (Kothari,2014). The key components of the analysis methodology are the study process, data collection method, sampling strategy and work submitted (Mukesh, Salim & Ramayah,2013).

3.2 RESEARCH DESIGN

Research design is a method for responding question using empirical data. Making decisions regarding the general objectives and method for the research, the sort of design that will be used, the data collection method, data analysis method, and other factors are all part of creating a research design. A well-planned research design may help ensure the methods match with research objectives and the right kind of analysis data. (McCombes, 2021). Another that, research design is usually the researcher chooses technique and methodology will be used for researcher process. The framework of research techniques and tools is called research design. It is important thing to make sure structured of research design well-designed and the research reaches its goal. Research is a systematic investigation of discovering new knowledge or contributing to generalized knowledge. It follows a unique structure that is prescribed in the research design. There are few elements of good research design that incite great results, for examples data collection methods, techniques of research data analysis, types of research methodologies and more. (Damera, 2022).

There are two types of research design that can be use, qualitative or quantitative approach. In this research, researcher use quantitative approach to collect the information. Different forms of averages are measured using a quantitative technique, which also describes frequencies, correlations, and variables.. Next, test hypotheses about relationships between variables. The test effectiveness of a new program or product and new treatment (McCombes, 2021). In this research, quantitative approach will be used because the data supplied in a numerical format for questionnaire to surveys and can be analysed in a quantifiable way using statistical methods. Questionnaire will be given to the respondents in this research that involve in researcher's target population.

3.3 POPULATION

Population is entire group to draw conclusion about. Population will be use when research question required or want to access the data from every member of the population. Usually, the data collecting from a whole population are straightforward when it is cooperative, accessible, and small. Meanwhile, if the population are lagger it is difficult to collect the data from every individual. (Bhandari, 2020). In this research, the researcher chooses Malaysia local tourist as a population and the respondent to answer the questionnaire. Questionnaire would be created in google form and the researcher would use online platform to publish the questionnaire among the respondents to make sure the researcher easy to collect the data. The researcher also easily to collect the data from respondents among local tourist because it involves with largest population in Malaysia. Overall, domestic visitor arrivals among 131.7 million visitors have been recorded. (Tharanya, 2021).

3.4 SAMPLE SIZE

Sample refers to the population aspect. The sample participant is known as the subject and the total number of subjects in the sample is known as the sample size. The sample size we will generally determine is around 150.

Table 3.1: Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

MALAYSIA
KELANTAN

3.5. SAMPLING METHOD

According to Wilson (2010), convenience sampling is the most suitable survey strategy. So, this sampling is chosen depending on the characteristics of the population and the objectives of the study. Convenience sampling will be selected by state and district; 150 participants will be selected to answer the questionnaire. The method of research is using a questionnaire through Google Forms. The researcher needs to ensure that this sample is typical for studying tourists who visit ecotourism places in Malaysia.

3.6 DATA COLLECTION

Data collection is defined using normal validated techniques as the tool for obtaining, measuring and evaluating correct insight into the analysis (Kumar ,2018). Based on the data collected, the researchers would test their hypothesis. In addition, data collection is the systematic procedure of gathering and measuring data on variables of interest in order to test hypotheses, evaluate outcomes, and answer stated research questions. Regardless of the research field, data collection can be the first and most crucial step in some situations. The method of selection for various scientific fields varies according to the requirements. During the exploration study, the data is gathered by the scientists at the same time, now and again the data that is being looked for is as of now accessible and just should be separated. For this research, the data has been collected through using online questionnaires and face to face questionnaires. The respondents were named anonymously to an anonymous questionnaire.

3.7 RESEARCH INSTRUMENT

The tool that will be used to collect data is questionnaires. Depending on the landscape of the questions, questionnaires can be characterized as both quantitative and qualitative methods. Quantitative methods are used to evaluate answers developed through closed-ended questions with multiple choice answer options. The questionnaire was used to gather all the information needed to complete this study. Using a questionnaire. Questionnaire is a form of data collection that requires respondents either in writing or orally answering a set of questions. Because the researchers are now enrolled in an online learning programmed, this will be their tool. Furthermore, because the respondents are short on time, it will be less time-consuming to formulate an online consultation to interview them.

In this research we are using questionnaire types of multiple-choice questions. Respondents are given a selection of options from which to choose. The disadvantage of a questionnaire containing multiple choice questions is that if there are too many options, the questionnaire becomes complex and overcast, dispiriting respondents from responding.

This questionnaire is set up by itself to take undergraduate students' declaration of the difficulty and the quantity of data they will get. The survey form consists of two parts. The first section is titled "Respondent Profile" because it includes the respondent's tenure, age level. In part B, we will ask the questions related to eco-tourist perception, knowledge and acceptance positively related to revisit intention.

The questions to measure these variables which is eco-tourist perception, knowledge, acceptance and revisit attention in Malaysia will be adopted from previous studies.

Level of knowledge about ecotourism, if they like to go to tourist places. The second part enables our points that have a positive impact on ecotourism in Malaysia because it contains questions about the perception, knowledge and acceptance of revisit tourism in Malaysia. The questionnaires will be then authorized by researchers to practice in gathering their information. The purpose of the survey was to regulate their opinions on homework completion.

3.8 DATA ANALYSIS

According to LeCompte and Schensuly, Researchers (2003) utilize research data analysis as a method for transforming data into a narrative and then evaluating it to draw conclusions. It makes logical sense that the data analysis method aids in breaking down a big amount of data into smaller useful content. There are various data analysis processes where it will filter the useful information and data from overall findings.

The data analysis process will start from data collection, data cleaning, usage of data analysing tools, data interpretation and finally data visualization (Kelly, 2022). Research requires data analysis because it makes data analysis simpler and more precise. It makes it possible for researchers to evaluate the data in a clear way and ensures that nothing is left out that could prevent them from making decisions based on it. There are two parts data can be used in research which is primary data and secondary data. The term "primary data" refers to information that has been collected directly by the researcher. The primary data can be collected via surveys, observations, experiments, questionnaires, and personal interviews.

Other than that, the specification of primary data will always be suitable for the researcher's needs. The duration to collect those primary data is long.

In this research, the researcher uses the descriptive statistics method to interpret the basic and common characteristics of the data in this analysis. The descriptive statistics method will help the researcher to present the collected data into useful information with various statistical calculations. A specific data set, which may be a sample of a population or a representation of the entire population, is summarized with the help of brief descriptive coefficients, which are referred to as descriptive statistics.

The dependability of the questionnaire has been evaluated using reliability analysis. How accurately a system can calculate anything is referred to as reliability. The measurement is regarded to be accurate if another result can be correctly achieved using the same method under the same circumstances. Calculating reliability involves comparing many variations of the same calculation. The reliability of a method is how consistently it evaluates something. When applied to the same sample in the same circumstances, the same method ought to produce the same outcomes. Otherwise, it's possible that the measuring technique is inaccurate. (Middleton, 2019).

Correlation analysis is a statistical method for determining whether or not there is a link between two variables or datasets and how strong that link might be. Consequently, correlation analysis is utilized in market research to investigate striking connections, patterns, or trends between quantitative data obtained from surveys and polls. Most of the time, correlation analysis is used to find trends in datasets. A positive correlation indicates that both variables are increasing in relation to one another, whereas a negative correlation suggests that when one variable decreases, the other increases. Correlational research can provide researchers with a lot more information than experimentation.

3.8.1 DESCRIPTIVE STATISTICS

A type of analysis called descriptive analysis presents, clarifies, and makes data easier to understand. The responses from the sample population are used to compile the data. Two different categories of descriptive statistics are measures of variability and central tendency. The central tendency is calculated using the mean, median, and mode. Additionally, it will offer advice on how to select the appropriate central tendency measure. For instance, the tables have made clear which specific tables were used in this investigation. Variability is measured

via data dispersion, which can be done using graphs, tables, and group discussions. The tables, for instance, clearly state which particular tables were used in this inquiry.

Range of Mean	Level of Agree
4.1 - 5.0	Strongly Agree
3.1 - 4.0	Agree
2.1 - 3.0	Neutral
1.1 - 2.0	Disagree
0.1 - 1.0	Strongly Disagree

Table 3.2: The relationship between Mean and Level of Agree

Table 3.1 shows the estimated probabilities of respondents agreeing or disagreeing with the proposals for the three independent and dependent variables. The table shows the range of respondents' ratings from agree to disagree. A description of the survey is displayed and the respondent can choose to agree or not.

A high level of agreement is indicated by the fact that the mean score ranges from 4.1 to 5.0. For instance, other participants decided to strongly concur that cultural factors influence a person's intention to buy viral food. The mean range of 2.1 to 3.0 is neutral, while the range of 3.1 to 4.0 denotes a predetermined result. It suggests that the other respondent is being impartial and has chosen to concur with the claim. They might believe that is how things are because when a customer consumes cuisine that is going viral, the social influence will affect their purchase decision. There is disagreement, which is the level of agreement, when the figures fall between 1.1 and 2.0. Given that they have their own opinions and disagree with the statement, it implies that other participants will choose this option. The mean strongly disagrees when its range is between 0.1 and 1.0. It indicates that others who responded chose this level firmly disagree.

3.8.2 RELIABILITY ANALYSIS

The degree to which test results are unaffected by chance influences is known as reliability. When a test score is consistent across testing occasions, test editions, separate questions or problems created to test the same general skills or areas of knowledge, and different respondent scoring of test takers' responses, the test is said to have reliability (Livingston, 2018).

The reliability test compares the relationship between all of the findings obtained from different measure administrators in order to examine the level of structural variation in a scale. In conclusion, the scale might be approved if the consistency analysis demonstrates that it produces accurate results (Young et al., 2018).

Cronbach's Alpha	Internal Consistency
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable

Table 3.3: Rule of Thumb for Result

In Table 3.2, the Cronbach's Alpha general guidelines are shown. Scores of less than 0.5 indicate unsatisfactory results. The correlation typically deteriorates if the coefficients reach 0.5 or higher. The strength of the relationship is in doubt when the values are between 0.6 and 0.7. If the statistics are less than or equal to 0.7, the link is deemed to be acceptable. The reasonable frequency of a relationship is 0.8 to 0.9. A Cronbach's Alpha value of 0.9 or above, on the other hand, indicates a significant degree of association. Cronbach's alpha is a statistic that is used to assess the internal consistency or within-person homogeneity of item responses. In other words, a higher score should indicate replies that are more closely correlated.

3.8.3 CORRELATION ANALYSIS

The correlation test's core function is to assess the indicators in the group that have a significant link. Quantitative indicators are used to express and describe closely the different objective aspects are connected. A dependent and independent variable are unrelated if the probability distribution of the dependent variable is the same for all values of the independent variable. Two variables are correlated if the dependent variable has different values and the independent variables have different distributions. In order to evaluate the relationship between the independent and dependent variables, the Pearson Correlation Coefficient, or r , is used in the study. Table 3.5 displays the assessment of the strength of the relationship between the independent and dependent variables.

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly Negative
$r = -1$	Perfectly Negative

Table 3.4: Interpretation of Pearson Correlation Coefficient Value.

The correlation coefficient (r) indicates how closely two variables are related. The correlation coefficient, or r , can be any integer between -1 and 1, but its values range between 0 and 1. The value of r ranges from 0 to 1 as one variable increases and the other decreases. positive correlation. The value of r lies between -1 and 0 when one variable increases and the

other decreases. The correlation between two variables is strongest when the relative value of r is close to 1 and weakest when the absolute value of r is 0.

3.9 SUMMARY

In describing the research report's study design, population, sample size, sampling method, analysis of the data collected, research instrument, and data analysis, the researcher is more detailed in this chapter. Additionally, researchers will learn from this study how to utilise other components including population, sample size, sampling methodologies, data collection, research methodology, and data analysis in their these and other work. Make the research in this chapter that is connected to the survey. Utilising a Google Form, a questionnaire is used as the research methodology.



CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter discusses survey results that were disseminated using social media sites like WhatsApp, Telegram, Instagram, and Twitter. The data from the questionnaire were examined using the Statistical Package for the Social Sciences. (SPSS).

4.2 RESULTS OF DESCRIPTIVE STATISTIC

The demographic profile of section A of the questionnaire and the mean and mean values of the dependent and independent factors listed in sections B, C, D and E are all accounted for using descriptive analysis. Data sets that gather information can be summarized in simple terms narratively or quantitatively. With this overview, you can contextualize the data collected and turn it into useful information that facilitates understanding of your research.

4.2.1 DEMOGRAPHIC PROFILE

Gender	Frequency	Percentage (%)
Male	37	24.7
Female	113	75.3
Total	150	100.0

Table 4.1: Respondents' Gender

The table above displays the frequency and percentage of respondents by gender. 150 respondents provided responses to the questionnaire. There are 37 of them, or 24.7% of the total, who are men. The remaining 113 people, or 75.3 of the totals, are female. This finding demonstrates that male and female respondents proportion is nearly equal, increasing validity of the research.

Age	Frequency	Percentage (%)
18-22 years old	52	34.7
23-27 years old	54	36.0
28-32 years old	30	20.0
33 years old and above	14	9.3
Total	150	100.0

Table 4.2: Respondents' Age Group

The age range of each responder who filled out our questionnaire is represented in this table. Five groups have been created based on the ages of all responders. 52 respondents (30.9%) in the 18 to 22 age group fell into this category. Following that, 54 was the highest frequency of all with (36.0 %) of those questioned were between the ages of 23 to 27 years old. The third largest number of respondents to our poll belonged to this age bracket. The following group of 30 responders (20.02%) fell within the 28 to 32 age range. In addition, 33 years old and above with 14 (9.3 %) of respondents completed this questionnaire.

Marital Status	Frequency	Percentage (%)
Single	101	67.3
Married	49	32.7
Total	150	100.0

Table 4.3: Respondents' Marital Status

This table displays the respondents' marital status. The percentage of singles who are married (67.3%) and have 101 frequencies. This marital status for singles is the highest compared to married status. Following by marital status for married is 49 (32.7%).

Occupation	Frequency	Percentage (%)
Student	81	54.0
Self Employed	20	13.3
Private sector	24	16.0
Government sector	23	15.3
Retired	2	1.3
Total	150	100.0

Table 4.4: Respondents' Occupation

The occupation for all the respondents has been shown in the table 4.4. The frequency with 81 (54.0%) is for the student occupation level. Which is the highest of all. Next, 20 (13.3%) for the self-employed occupation level for the respondent. The private sector with 24 frequencies with (16.0%) is the second highest compared to student occupation. Followed by the government sector with 23 frequency (15.3%). Lastly, retirement is the least frequency level of all which is 2 (1.3%).

Monthly Income	Frequency	Percentage (%)
Below RM1500	78	52.0
RM1600- RM2500	17	11.3
RM2600-RM3500	23	15.3
RM3500 and above	32	21.3
Total	150	100.0

Table 4.5: Respondents' Monthly Income

Table 4.5 displays the monthly pay grades for each respondent. 78 people, or 52.0% of those making less RM1500. In terms of the total number of questionnaires, this is also the largest category. Then, 17 (11.3%) of the respondents stated that their monthly income ranged from RM1600 to RM2500. Furthermore, 23 respondents (15.3%) stated that their monthly income ranged from RM2600 to RM3500. After that, 32 (21.3%) respondents reported having a monthly salary of RM3500 or more. These numbers demonstrate that the respondents who filled out the survey were fairly evenly dispersed across a range of income levels.

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

In order to describe the means and average mean of both the dependent variable and independent variable and descriptive analysis was also used. The mean of each claim is examined, and its interpretation is based on the degrees of agreement. This research will examine how the responses perceptions, knowledge, acceptance, and intention to return to Malaysia as an eco-tourist are congruent. The obtained data are divided using this method, and the average is calculated.

Range of Mean	Level of Agreement
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

Table 4.6: Range of Mean and Level of Agreement

Table 4.6 shows the average range and degree of agreement for each item in the questionnaire. If the middle range is between 1.0 and 1.50, there is a strong disagrees. The numbers then range from 1.5 to 2.50, with varying levels of agreement. Thus, the neutral mean vary between 2.51 to 3.50. It shows that neither the responses nor the statement on the question were in agreement or disagreement. The answer to the question is then shown with the range of 3.51 to 4.5. Finally, a high level of agreement (strongly agree) is indicated by the mean score, which ranges from 4.51 to 5.00.

Table 4.7: Descriptive Analysis Statistic of Perception

No	Item Description	N	Mean	Level of Agreement
1.	Ecotourism contributes to the effort of saving the forests	150	3.74	Agree
2.	Ecotourism improves the quality of life of the local communities	150	3.67	Agree
3.	Ecotourism helps in improving visitor awareness on the importance of conservation	150	3.86	Agree

The mean of each query in the first independent variable on average, which is perception, displayed in this table. The thing with the next-highest average level is “Ecotourism contributes to the effort of saving the forests”, with the mean 3.74 score and the level of the agreement was agreed. Follow by, the least score among other perception is “Ecotourism improves the quality of life of the local communities”, with the mean of 3.67 with the level of agreement was agreed. The highest result is 3.86 for the item ‘Ecotourism helps in improving visitor awareness on the importance of conservation’ with agreement level was agreed.

Table 4.8: Descriptive Analysis Statistic of Knowledge

No	Item Description	N	Mean	Level of Agreement
1.	Contemporary philosophy and ethics toward ecotourism.	150	3.72	Agree
2.	Basic ecological and geomorphological principles.	150	3.70	Agree
3.	Wildlife and vegetation dynamics and interrelationship.	150	3.80	Agree
4.	Environmental impact occurrence and management relating to ecotourism.	150	3.64	Agree
5.	Ecologically sustainable development and environmental management principles.	150	3.75	Agree
6.	Cultural heritage and cultural heritage management principles.	150	3.95	Agree

This table shows the average mean for each question in the knowledge-related second independent variable. The thing that has the greatest mean level is “Cultural heritage and cultural heritage management principles” with the mean 3.95 score and the level of the agreement was agreed. Follow by, the least score among other knowledge is “Environmental impact occurrence and management relating to ecotourism”, with the mean of 3.64 with the level of agreement was agreed. The rest of the item was count as moderate which is “Contemporary philosophy and ethics toward ecotourism” with the mean 3.72 and ‘Basic ecological and geomorphological principles” with the mean 3.70 which the both items were agreed. The item which is “Wildlife and vegetation dynamics and interrelationship” and “Ecologically sustainable development and environmental management principles” with the mean 3.80 and 3.75 respectively also was agreed.

Table 4.9: Descriptive analysis of. Acceptance

No	Item Description	N	Mean	Level of Agreement
1.	I am accepted to receive ecotourism.	150	3.76	Agree
2.	I accepted to support the protection of natural resources and the environment.	150	3.86	Agree
3.	I accepted to participate in ecotourism development.	150	3.84	Agree
4.	I accepted ecotourism gives benefit to local.	150	3.91	Agree
5.	I accepted ecotourism is necessary in protected areas.	150	3.88	Agree

The acceptance-related second independent variable's average mean for each question is displayed in this table. The statement "I accepted ecotourism gives benefits to locals" has the greatest mean level, with a mean 3.91 score, and the level of agreement was agreed. The lowest rating among the other acceptances is then "I am accepted to receive ecotourism", with the mean of 3.76 with the level of agreement was agreed. The rest of the item was count as moderate which is "I accepted to support the protection of natural resources and the environment" with the mean 3.86 and "I accepted to participate in ecotourism development" with the mean 3.84 which the both items were agreed. The item which is "I accepted ecotourism is necessary in protected area" with the mean 3.88 also was agreed.

4.10: descriptive analysis of Revisit Intention

No	Item Description	N	Mean	Level of Agreement
1.	Facilities at the entertainment areas are well maintained.	150	3.68	Agree
2.	The staff provide prompt, reliable, and friendly service.	150	4.02	Agree
3.	I feel relaxed to visit here.	150	4.08	Agree
4.	I feel peaceful to visit here.	150	4.07	Agree
5.	Local residents are responsiveness.	150	4.00	Agree

Table below shows the average mean for each question in the second dependent variable, which is revisit. "I feel relaxed to visit here" has the greatest mean level, with a mean 4.08 score, and the degree of agreement was agreed upon. The lowest rating among the subsequent visits is "Facilities at the entertainment areas are well maintained", with the mean of 3.68 with the level of agreement was agreed. The rest of the item was count as moderate which is "The staff provide prompt, reliable, and friendly service" with the mean 4.02 and "I feel peaceful to visit here" with the mean 4.07 which the both items were agreed. The item which is "Local residents are responsiveness" with the mean 4.00 also was agreed.

4.2.3 RESULTS OF RELIABILITY ANALYSIS

Consistent measurement of a specific spectacle is one that is reliable and yields reproducible results. Additionally, it relates to occurrences of repeatability. A test or piece of research is considered reliable if the results of repeated measurements with constant variables are the same. Cronbach's alpha was used to evaluate the validity of the study. Cronbach's alpha is a scale from 0 to 1 that represents the degree of internal consistency. This approach can be used to confirm the validity and reliability of the study's questionnaire.

Table 4.11: Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

The general guidelines for Cronbach's Alpha are shown in Table 4.11. Results are unsatisfactory if the scores are less than 0.5. The association is poor when the coefficients are frequently less than 0.6 and greater than 0.5. The strength of the relationship is in question when the results fall somewhere in the range of 0.6 to 0.7. If the statistics are less than or equal to 0.7, the association is considered acceptable. There is a good frequency of correlation

between 0.8 and 0.9. On the other side, , a high level of correlation is indicated by a Cronbach's Alpha value of 0.9 or above.

Table 4.12: Results for Reliability Analysis

Item Description	N.	No. of items	Cronbach's Alpha
Perception	150	3	0.800
Knowledge	150	6	0.882
acceptance	150	5	0.877
Revisit intention	150	5	0.802

Table 4.12 lists the results of the reliability analysis with respect to each independent and dependent variable. The first of the three independent components overall is perception. With a Cronbach's Alpha of 0.800 and a total of three entries ($0.9 > 0.8$), this variable exhibit respectable internal consistency.

Reliability and validity of knowledge, the following independent variable, are assessed using six questions. Cronbach's Alpha for this variable is 0.882. Internal consistency is good for this figure ($0.9 > 0.8$).

Acceptance serves as the third and last independent variable in the investigation. This variable also has strong internal consistency with a Cronbach's Alpha value of 0.877 and five items below it ($0.9 > 0.8$). This independent for variable is hence sturdier compared to the other two.

There are four items below the dependent variable, revisit intention, that cast doubt on its validity. The Cronbach's Alpha of this variable is 0.802, which indicates that it has good internal consistency ($0.9 > 0.8$). This suggests that respondents had comparable viewpoints regarding revisit intention.

All of the studies in this study are said to be reliable, but their reliability varies from good to poor ($0.9 > 0.8$). At last, the absolute unwavering quality test for all factors is 0.940, which is viewed as really great for dependability.

4.3 RESULTS OF INFERENTIAL ANALYSIS (CORRELATION ANALYSIS)

Finding variances and/or correlations between variables using inferential analysis (also known as correlation analysis) is a common practise in research and studies. The independent variables are the perception of eco-tourists, their knowledge and acceptance, and their willingness to return to Malaysia.

Table 4.13: Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly Negative
$r = -1$	Perfectly Negative

Table 4.14: Related Factors Affecting Revisit Intention

		MEAN_Perception1	MEAN_Knowledge1	MEAN_Acceptance1	MEAN_Revisit1
MEAN_Perception1	Pearson Correlation	1	.621**	.703**	.551**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
MEAN_Knowledge1	Pearson Correlation	.621**	1	.683**	.612**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
MEAN_Acceptance1	Pearson Correlation	.703**	.683**	1	.784**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150

MEAN_Revisi t1	Pearson Correla tion	.551**	.612**	.784**	1
	Sig. (2- tailed)	.000	.000	.000	
	N	150	150	150	150

** . Correlation is significant at the 0.01 level
(2-tailed).

Hypothesis 1

H1o: Eco-tourist perception is negatively not related to revisit intention.

H1a: Eco-tourist perception is positively related to revisit intention.

The relationship between eco-tourist perception and intention to return is seen in the table above for Malaysia. There is a significant positive correlation between the two variables, which is the explanation for the results of 0.551. This demonstrates that a significant portion of respondents believe that Malaysian tourists' perceptions of ecotourism will affect their decision to return.

Hypothesis 2

H2o: Eco-tourist knowledge is negatively not related to revisit intention.

H2a: Eco-tourist knowledge is positively related to revisit intention.

The relationship between the dependent variable (intention to return to Malaysia) and the independent variable (eco-tourist knowledge) is shown in the table above. The result of 0.612 is explained by the two variables' significant positive correlation. This reveals that many respondents believe there is a significant relationship between third variables, acceptance of eco-tourists return to Malaysia. The independent variable will therefore have an impact on the dependent variable.

Eco-tourist knowledge is positively correlated with the intention to return to a destination, which suggests that those who have greater information about eco-tourism are more likely to say they want to do so in the future. People who are knowledgeable about ecotourism are better able to comprehend the ecological, cultural, and social facets of the places they travel to. Their understanding of the environmental and conservation efforts made in these regions is improved by this information. As a result, they obtain a deeper understanding of the distinctive qualities of eco-tourism locations, including biodiversity, conservation strategies, and sustainable development programmes.

Hypothesis 3

H3o: Eco-tourist acceptance is negatively not related to revisit intention.

H3a: Eco-tourist acceptance is positively related to revisit intention.

The relationship between the dependent variable (intention to return to Malaysia) and the independent variable (acceptance of eco-tourists) is seen in the table above. The result of 0.784 can be explained by the two variables' significant positive correlation. This reveals that many respondents believe the third variables which is acceptance of eco-tourists have significant relationship to return in Malaysia. The independent variable will therefore have an impact on the dependent variable.

As shown in Table 4.14, there is a strong correlation between the three independent variables of eco-tourist perception, knowledge, and acceptance, the dependent variable of revisit intention in Malaysia, and the three independent variables of eco-tourist perception, knowledge, and acceptance. This makes it possible to demonstrate how all independent variables are related to dependent ones.

4.4 FRAMEWORK ANALYSIS

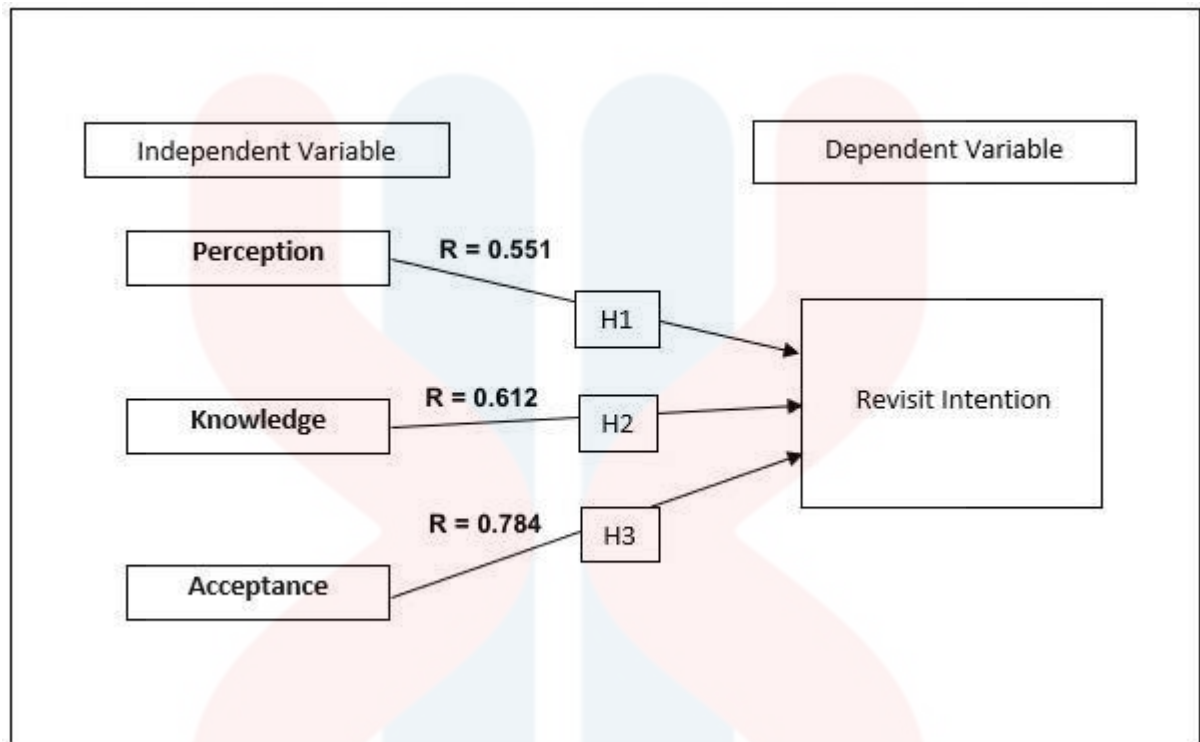


Table 4.15: Correlation between Perception, Knowledge, Acceptance and Revisit Intention

Table 4.1 shows the data values for the independent variables that have the greatest impact on the dependent variable. The three independent variables and the dependent variable, revisit intention, have a substantial association: acceptance, comprehension, and perception. With a Pearson Correlation value of 0.784, acceptance ranks highest among these independent variables. Knowledge has a Pearson correlation value of 0.612, which is the next highest. In the meantime, the Pearson correlation between revisit intention and perception is 0.551. In Malaysia, therefore, there is a connection between revisit intention and perception, knowledge, and acceptance. However, due to the modest strength of their correlation, the dependent and independent variables only have a moderate correlation.

4.5 SUMMARY

To summarise, the researchers examined the data gathered in chapter 4 using reliability analysis, descriptive analysis, uni variate analysis, and Pearson correlation analysis. The discussion that is based on the research objective is also included in this chapter.

CHAPTER FIVE: CONCLUSION

5.1 INTRODUCTION

The findings presented in Chapter 4 are further developed in this chapter. The conversation will come to a close, and the researchers will make a lasting impression on the reader. This chapter also outlines possible follow-up actions for this study as well as the limitations the researchers had to work within. The publication of the research findings marks the conclusion of this chapter.

5.2 RECAPITULATION OF THE FINDINGS

The aims, research questions, and hypotheses of the study are the foundation for the discussion of the recapitulation of the findings in this chapter.

5.2.1 RELATED BETWEEN ECO-TOURIST PERCEPTION AND REVISIT INTENTION IN MALAYSIA.

The study's initial research question focused on the relationship between eco-tourist perception and revisit intention. Table 5.1 contains a list of the study's objectives, inquiries, and hypotheses.

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To examine the influence of eco-tourist, perception on revisit intention in Malaysia.	To what extent, does eco-tourists' perception influence revisit intention in Malaysia.

H1a: Eco-tourist perception is positively related to revisit intention

In Chapter 4, the results of hypothesis H1 were evaluated in relation to RQ1. According to H1, there is a considerable relationship between eco-tourist perception and propensity to return in Malaysia. At a p value of 0.00, which is less than the 0.001 cutoff, the data show a very significant correlation coefficient of 0.551. H1 was consequently approved. In light of the results, eco-tourist to revisit intentions in Malaysia influenced by their own opinions. Many

eco-tourists contribute to the effort of saving the forest that influences their own perception towards eco-tourism in Malaysia. Another thing that they believed about ecotourism can improve the quality of life of the local communities by serving a lot of activities towards eco-tourist who came to their own hometown. Next, ecotourism in improving visitors' awareness on the importance of conservation. A result, it can be inferred that the likelihood of a revisit intention in Malaysia increases with perceived positivity.

5.2.2 RELATED BETWEEN ECO-TOURIST KNOWLEDGE AND REVISIT INTENTION IN MALAYSIA.

The association between eco-tourist knowledge and revisit intention in Malaysia was the second research question study. To be able to address the second objective and hypothesis, this is also necessary. The objectives, research questions, and hypotheses. Table 5.2 includes a list study's objectives, hypotheses and questions.

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine the influence of eco-tourists, knowledge on revisit intention in Malaysia.	To what extent does eco-tourists' knowledge influence revisit intention in Malaysia.

H2a: Eco-tourist knowledge is positively related to revisit intention

The data of hypothesis H2 were assessed to provide a response to RQ2. In Malaysia, there is a significant correlation between eco-tourist awareness and the desire to return, according to H2. The statistics show a strongly A p value of 0.00 and a positive correlation coefficient of 0.612 are both less than the 0.001 level of strong significance. H2 is therefore approved. This might be the case as majority of eco-tourists are familiar with Malaysian ecotourism. The survey's results show that the majority of participants would look at how modern philosophy, ecology, wildlife conservation, and the environment will affect Malaysia's ecotourism industry. For instance, many ecotourists will share their insights, explore nature, and assess the contemporary philosophy, ecological, wildlife and environmental. Advertising about ecotourism who always been updated in social media increase the knowledge between eco-

tourist and perceived usefulness information (Ulfiy, 2021). Growing awareness environmental knowledge has often been prescribed of the main of tourist behaviour (Z.Samdin et al., 2020).

5.2.3 RELATED BETWEEN ECO-TOURIST ACCEPTANCE AND REVISIT INTENTION IN MALAYSIA.

The association between eco-tourist acceptance and revisit intention in Malaysia was the third research question of the study. In order to address the third objective and hypothesis, this is also necessary.

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To examine the influence of eco-tourists, acceptance on revisit intention in Malaysia.	To what extent, does eco-tourists' acceptance influence on revisit intention in Malaysia.

H3a: Eco-tourist acceptance is positively related to revisit intention.

The data of hypothesis H3 were assessed to provide a response to RQ3. In Malaysia, there is a significant correlation between eco-tourist acceptability and inclinations to return, per H3. According to the statistics, the p value of 0.00, which is below the 0.001 highly significant cutoff, and the substantially positive correlation coefficient of 0.784. The result is, H3 was approved. According to the (Ulfiy, 2021) acceptance among tourist that involving them to get more knowledge in ecotourism make this sector getting bigger every year. The knowledge can be spread using online platform to the other people in different generation. Another thing that ecotourists accept to receive ecotourism education is to make sure protected areas of ecotourism have a lot of flora and fauna species. Next, ecotourism has significant role to balance the need with the interest of the locals. (N.H. Hassin et al., 2022)

5.3 LIMITATION

A few restrictions in this study make it challenging for the researcher to complete it. The experience of conducting the full study afforded the researchers with a wealth of beneficial events. The number of respondents was just one of the problems with this study. very few Malaysian people of all different types of ages are willing to answer the questionnaire that has been given. This is because respondents are afraid to answer the questionnaire if their personal information can be exposed by researchers. Another thing is that respondents also do not waste their time and are not attracted to answer the questionnaire in this research.

Second limitation, a little lack of accurate data in this research. Even though the researchers get enough of the target population among researchers, the similarity of the background among respondents make the result of findings not variety. These respondents have the same answers when they fulfilled the questionnaire in Google Forms. From this, researchers cannot know the accuracy of data to use it in the research. The accuracy of data is important because it can produce great outputs in research.

Lastly, one of the drawbacks is the way used to acquire the data researchers have to face. Using an online platform which is Google Form to collect the data makes elderly to answer it. Lack of expert in the technology make the researchers difficult to collect data among this age to make sure the variance of result in this study. Numerous respondents who answered were among the youth population rather than elderly using online platforms. The questionnaire link has been shared using WhatsApp, Telegram and more.

5.4 RECOMMENDATION

The primary recommendation is that in order to increase the credibility of the results, researchers should recruit more respondents. Participants may still collect more information to increase the research's diversity or reliability even though the usual study limit is 150 respondents. Researchers must also make the questionnaire's questions easier to understand so that respondents can respond more quickly and easily. Researchers should make an effort to locate more people who are interested in ecotourism online to provide in order to improve the results' accuracy.

For a thorough understanding, it is essential to include questions that measure perceptions of the environmental, social, and economic aspects of ecotourism operations in Malaysia. Questions concerning environmental impact can focus on the perceived consequences on

biodiversity, the preservation of natural resources, and pollution levels. The perspectives of the advantages or difficulties faced by local communities, such as job prospects or cultural preservation, may be explored in social impact questions. Participants' opinions on how ecotourism affects the local economy, particularly income generation and economic diversification, can be gauged through questions about its economic impact. These queries assist researchers in determining the overall effects of ecotourism and informing plans for sustainable development.

It is crucial to highlight vital subjects like biodiversity, wildlife conservation, sustainable tourism methods, and local cultural heritage when discussing eco-tourism in Malaysia. Questions about biodiversity may centre on participants' understanding and opinions of the nation's distinctive flora and wildlife. Investigations into wildlife conservation can look at attitudes towards conservation efforts, the protection of species, and the contribution ecotourism makes to raising awareness of conservation issues. Participants' understanding of responsible tourism, cultural preservation, and the significance of interacting with local communities for sustainable development can be explored through discussions on sustainable tourism practices and local cultural heritage. Addressing these issues offers information on visitors' perceptions and awareness of these crucial elements of ecotourism in Malaysia.

To understand visitors' opinions on sustainable travel in Malaysia, researchers should measure attitudes towards responsible tourism practises. Likert scale questions can be used in attitude measurement to determine if participants agree or disagree with claims about reducing waste, conserving energy, respecting local traditions, and helping local communities. These inquiries can ascertain a visitor's propensity for sustainable behaviour, awareness of the value of cultural and community preservation, and dedication to minimizing their environmental impact while traveling. Understanding these views can assist guide the development of measures for promoting ethical travel and enhancing the sustainability of Malaysia's tourist sector.

Finally, it is crucial to incorporate questions that probe tourists' motives for returning to Malaysia when measuring revisit intention in eco-tourism. These queries can probe into the motivations of the participants, such as their desire to experience new sustainable initiatives, engage in more eco-friendly activities, or increase their comprehension of conservation efforts. Understanding the elements that influence revisit intent offers insightful information about the preferences and expectations of eco-tourists, enabling the creation of programmes and

experiences that are specifically catered to their needs and promote the long-term sustainability of the sector.

5.5 SUMMARY

In conclusion, this research was carried out to examine the perception, knowledge, and acceptance related to the desire to visit Malaysia again in Malaysia. In addition, this study can be used as a reference by other academics who conduct studies on ecotourism attractions in Malaysia. Further research was done on the results from Chapter 4's use the results using the Social Science Statistics Package (SPSS). Based on research factors, it can be said that the factors that encourage tourists to return to ecotourism areas are awareness, knowledge and acceptance. Therefore, all the data collected for this study are expected to further increase tourist interest in traveling to ecotourism areas and benefit stakeholders to promote ecotourism in Malaysia. increase.



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QUESTIONNAIRE PPTA II

MEASURING ECO-TOURIST PERCEPTION, KNOWLEDGE, ACCEPTANCE AND REVISIT INTENTION IN MALAYSIA

Good day everyone,

Dear Respondents,

We are undergraduate students of Bachelor Degree in Entrepreneurship (Hospitality) with Honor, from Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan. We are conducting a study under the title “***MEASURING ECO-TOURIST PERCEPTION, KNOWLEDGE, ACCEPTANCE AND REVISIT INTENTION IN MALAYSIA***”. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research.

Prepared by,

Disediakan oleh,

SUMMETA A/P SUGUMARAN

SITI SARAH BINTI SHAMSUDDIN

SUKPHIN A/P EH BOON

SYAMIMI BINTI AZIZ

Thank you for your feedback and cooperation.

UNIVERSITI
MALAYSIA
KELANTAN

SECTION A: RESPONDENT PROFILE

Gender

- a) Male
- b) Female

Age

- a) 18-22 years old
- b) 23-27 years old
- c) 28-32 years old
- d) 33 years old and above

Marital Status

- a) Single
- b) Married

Occupation

- a) Student
- b) Self Employed
- c) Private sector
- d) Government sector
- e) Retired

Monthly income

- a) Below RM1500
- b) RM1600- RM2500
- c) RM2600-3500
- d) RM3500 and above



Section B: Determines the level of perception of ecotourism.

Ecotourism contributes to the effort of saving the forests.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Ecotourism improves the quality of life of the local communities

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Ecotourism helps in improving visitors' awareness on the importance of conservation.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Section C: Determines the level of knowledge of ecotourism.

Contemporary philosophy and ethics toward ecotourism.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Basic ecological and geomorphological principles.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Wildlife and vegetation dynamics and interrelationship.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Environmental impact occurrence and management relating to ecotourism.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Ecologically sustainable development and environmental management principles.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Cultural heritage and cultural heritage management principles.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Section D: Determines the level of acceptance of ecotourism.

I am accepted to receive ecotourism education.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I accepted to support the protection of natural resources and environment.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I am accepted to participate in ecotourism development.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I accepted ecotourism gives benefit to local.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I accepted ecotourism is necessary in protected areas.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Section E: Determines the level of revisit intention of ecotourism.

Facilities at the entertainment areas are well maintained.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The staffs provide prompt, reliable, and friendly service.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I feel relaxed to visit here.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

I feel peaceful to visit here.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Local residents are responsiveness.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree