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MOTIVATION TO PARTICIPATE IN ECOTOURISM ACTIVITIES DURING COVID-19 PANDEMIC

By

NURUL ATIKAH BINTI MOHD AZEHAR (H18A0476)

NUR AUNI BINTI MOHD FOUZI (H18A0363)

NUR AZIANI SALIKIN BINTI SUHAIMI (H18A0364)

WAN ASMA ALIA BINTI WAN ILIAS (H18A0662)

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Signature of Supervisor

Group Representative: NUR AZIANI SALIKIN
Date: 20/6/2021

Name: DR RUZANIFAH BINTI KOSNIN
Date: 20/6/2021

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ABSTRACT

The problem statement relies on understanding how the internal or external factors may affect the domestic tourists to participate in ecotourism activities during the Covid-19 pandemic. The issue arises when people realize the perceived risk before decision making happens in choosing tourism destinations that create tourist behavioral patterns. To indicate the tourist behavior required a lot of research and that can be a major problem. Then, the current developments that invite people to explore and make ecotourism destinations for recreation may cause severe damage to sustainability such as climate change or uncontrollable waste. Hence, as the Covid-19 pandemic is still new so the research development did not have sufficient information, and only a few references of research can be referred from the respective sources. This study is about the motivation to participate in ecotourism activities during the Covid-19 pandemic. Therefore, the objective of this study is to investigate the relationships between perceived risk, environmental belief, and leisure pursuit towards motivation to participate in ecotourism activities during the Covid-19 pandemic. This research is using a quantitative method where 208 data has been collected through convenience sampling from local respondents in Malaysia. The instrument used for the data collection is the questionnaire which can obtain different characteristics from the respondents like gender, preference, perception, personality, and so on. Frankly, the analysis used descriptive analysis, reliability analysis, and Pearson Correlation to indicate the statistics of respondents' responses on what motivates the intention to participate in ecotourism activities during the Covid-19 pandemic. Moreover, the findings of this research found that perceived risk is not a significant factor while the environmental belief and leisure pursuit is a significant factor that influences the motivation to participate in ecotourism activities during covid-19. The research also contributes to the value of knowledge on factors of motivation to participate in ecotourism activities during the Covid-19 pandemic.

Keyword: Ecotourism: Pandemic, Covid-19, Motivation, Domestic, Tourism.

ABSTRAK

Pernyataan masalah bergantung pada pemahaman bagaimana faktor dalaman atau luaran boleh mempengaruhi pelancong domestik untuk mengambil bahagian dalam aktiviti ekopelancongan semasa pandemik Covid-19. Masalahnya timbul ketika orang menyedari risiko yang dirasakan sebelum membuat keputusan berlaku dalam memilih destinasi pelancongan yang membuat corak tingkah laku pelancong. Untuk menunjukkan tingkah laku pelancong memerlukan banyak penyelidikan dan itu boleh menjadi masalah besar. Kemudian, perkembangan semasa yang mengundang orang untuk menjelajah dan menjadikan destinasi ekopelancongan untuk rekreasi boleh menyebabkan kerosakan teruk pada kelestarian seperti perubahan iklim atau sampah yang tidak terkawal. Oleh itu, memandangkan pandemik Covid-19 masih baru sehingga pengembangan penyelidikan tidak memiliki maklumat yang cukup, dan hanya sebilangan rujukan penyelidikan yang dapat dirujuk dari sumber masing-masing. Kajian ini adalah mengenai motivasi untuk mengambil bahagian dalam aktiviti ekopelancongan semasa pandemik Covid-19. Oleh itu, objektif kajian ini adalah untuk menyelidiki hubungan antara risiko yang dirasakan, kepercayaan persekitaran, dan mengejar masa lapang terhadap motivasi untuk mengambil bahagian dalam aktiviti ekopelancongan semasa pandemik Covid-19. Penyelidikan ini menggunakan kaedah kuantitatif di mana 208 data telah dikumpulkan melalui pengambilan sampel dari responden tempatan di Malaysia. Instrumen yang digunakan untuk pengumpulan data adalah soal selidik yang dapat memperoleh ciri yang berbeza dari responden seperti jantina, keutamaan, persepsi, kepribadian dan sebagainya. Lebih jelas lagi, analisis yang digunakan adalah analisis deskriptif, analisis kebolehpercayaan, dan Korelasi Pearson untuk menunjukkan statistik tindak balas responden mengenai apa yang mendorong niat untuk mengambil bahagian dalam aktiviti ekopelancongan semasa pandemik Covid-19. Lebih-lebih lagi, hasil kajian ini mendapati bahawa risiko yang dirasakan bukanlah faktor yang signifikan sedangkan kepercayaan terhadap persekitaran dan pencarian masa lapang adalah faktor penting yang mempengaruhi motivasi untuk mengambil bahagian dalam aktiviti ekopelancongan semasa Covid-19. Penyelidikan ini juga menyumbang kepada nilai pengetahuan mengenai faktor-faktor motivasi untuk mengambil bahagian dalam aktiviti ekopelancongan semasa pandemik Covid-19.

Kata kunci: Pandemik, Covid-19, Motivasi, Domestik, Pelancongan.

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LIST OF ABBREVIATIONS

Abbreviations

MCO	Movement Control Order
NGO	Non-Governmental Organization
GDP	Gross Domestic Product
WFH	Work from Home
ODL	Online Distance Learning
SPSS	Statistical Package for Social Sciences

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter contains the background of the study which will cover what factors influence or motivate tourists to visit ecotourism places during Covid-19. It also included the problem statement, research objectives, research questions, the significance of the study, the definition of terms, and a summary. The problem statement highlights why this study should be conducted. The research objective defines the purpose of this research and research questions evaluate the inquiries that this research will answer. The details on the purpose of this study will be explained in the significance of the study and several important terms will be defined. Finally, this chapter is summarized in the summary.

1.2 BACKGROUND OF STUDY

Tourism has become one of the fastest-growing sectors in the world, due to a combination of economic, social, and political reasons that makes the tourism industry develop greater income as their population is increasing which contributes to 5.9% of the GDP in Malaysia (Hirschmann, 2020). But currently, affected by the pandemic Covid-19 which has occurred all over the world, the tourism industry has become one of the sectors

affected the most. Hence, Malaysia's campaign "Visit Truly Asia Malaysia 2020" that was launched in the early year 2020 to reach the targets of 30 million visitors and 100 billion Malaysian Ringgit in tourism was canceled due to pandemic (Hirschmann, 2020). Most of the popular tourism is getting affected and one of them is ecotourism.

Ecotourism in Malaysia has huge potential in the tourism industry where it still attracts demand and trend from tourists to explore diverse flora and fauna, cultural heritage places, historical and even archeological especially among international tourists. Along with the rise of ecotourism awareness before or during the pandemic happened, local community and visitor's participation plays essential roles in protecting, conserving, and long-term preserving biodiversity in the natural environment and help visitors experience memorable moments while having them understand the sensitivity of the local environment. Despite that, because of Covid-19, the application of new norms has been conducted in Malaysia, and on what motivation for tourists to participate in ecotourism activities during pandemic becoming the aims of this research.

The concern of this research is to study what factors that motivate individuals to participate in ecotourism activities during pandemic Covid-19. When traveling, normally tourists will identify the destinations based on the perceived risk of security and safety, whether the destinations are safe and secure or not because they do not want unnecessary things to happen during their vacation. It may influence the individual's decision of a tourism destination. In hospitality and tourism, risk has been identified as what is loss perceived and experienced by the tourist during the process of purchasing and consuming traveling services and at the destination (Henderson, 2007). For tourism, to fulfill the desire, people are trying to minimize the risk that will occur in visiting popular attractions. As a consequence of the

pandemic Covid-19, people are required to keep a safe distance from each other which makes most of the tourist attractions not available to visit. Shopping malls, theme parks, supermarkets, concerts, and much more are closed for the public to reduce the spread of Covid-19. Therefore, ecotourism can be considered relevant during a pandemic because ecotourism did not involve much physical contact and this field limits visitation to areas, either by limiting group size and or by the number of groups taken to an area in a season (Patterson, 2002). People who are aware of the perceived risk for their health and security always choose places that are low risk for their well-being.

Ecotourism practices promote respect and conservation of its natural and cultural heritage while maintaining ecological integrity through low-impact activities and the use of a non-consumptive tumble of local resources (Stem, 2003). Conservation and nature management are crucial and need to be taken seriously upon the insufficient development and conservation cost in the protected area. Ecotourism is more meaningful to those who are into this field, where they have the environmental belief that natural resources would take care of the biodiversity in ecotourism truthfully. They are willing to visit ecotourism not only for education, but it is part of their life and their recreation activity, which means they stop to visit when they have time but they make time to visit nature-based attractions. People who do not understand the environmental belief as maybe it is not their area of expertise or not their interest, may neglect the value of natural resources and their concern is not ecotourism would do something that can ruin the ecosystem. For example, the excessive development whtumblesmble down the natural habitat from their home and imbalances biodiversity. Unplanned or poorly planned and implemented tourism can have serious negative effects on the environment on communities, offsetting the benefits it was designed

to provide (Kiper, 2013).

Ecotourism definitions can be simplified into three core criteria which is (i) attractions should predominantly be nature-based; (ii) visitor interactions with the attractions should focus on learning or education; and (iii) experience and product management should follow the principles and practices associated with ecological, socio-cultural, and economic sustainability (Weaver and Lawton, 2007). Before the outbreak happened, people are busy with workload and deadlines so they had no time to take care of themselves by implementing a healthy lifestyle or take a look at activities that can be done in ecotourism such as hiking, scuba diving, jungle trekking, bird watching, cultural heritage tour, etc. Leisure pursuits listed are approachable for stress relief and stimulate better mental health from Work from Home (WFH) or Online Distance Learning (ODL). By promoting this kind of lifestyle during MCO, the residents also can get benefits from the enhanced idea of ecotourism development and their economic well-being as well as raising awareness among the visitors.

1.3 PROBLEM STATEMENT

According to the World Tourism Organization (2018), one of the fastest-growing sectors is ecotourism (estimated as growing at 10-15% annually) compared to the other types of tourism. This is due to the growth rate, which is an average of 35% a year and accounts for 10% of the total tourism receipts (Chong, 2002). Malaysia's tourism industry has experienced difficulty due to a decline in traveler appearances, especially in Asian and European tourists, from 2014 to 2019. The analysis shows that traveler appearances initially decreased from 26.76 million in 2016 to 25.95 million in 2017 then continued to fall to 25.83 million in 2019. Travelers from European nations decreased from 1 million in 2015 to 987.2 thousand in 2017 afterward increased to 1 million in 2018. The drop-in tourists may have been attributed to the two crashes of Malaysia Airlines in 2014, Malaysia was blacklisted by China, the kidnapping in Sabah, and the Covid-19 pandemic, all of which were crises that created uncertainty among travelers visiting Malaysia. Crises are one of the main issues that must be avoided in the travel industry (Valeri, 2020). According to Bandura (2001), motivation is a major component that influences tourist behavior. Motivation is what causes a person to act to achieve a goal, and it is commonly used to explain why people do (Fan et al., 2015).

In tourism, any tourist has a certain threshold for the perception of risks that they can bear or carry. When this threshold is reached, the level of awareness of the tourist threat affects their behavioural intention (Dirk, 2003). Despite this, tourism cannot reliably assess the negative consequences of travel decisions even after a visit has been made (Chen, 2009). Hence, the study of tourism risk perceptions and their effect on behavioural intentions are

the two major problems. The perceived risk at a travel destination has now been considered to be one of the key factors in the traveler's decision-making process (Cui et al., 2016). Besides, the perception of risk to tourists often influences their satisfaction, happiness, and attitude towards revisiting and revisit intention (Horvat & Došen, 2013). From a managerial perspective, the analysis of the perception of tourism risks is important since better tourism deals are not enough to attract tourists and to survive in tough tourism markets. If tourism service providers continue to determine the level of risk involved with their services, are unable to deliver their offer at reduced risk, they will struggle to compete on the market which, in consequence, result in high customer turnover, a reduction in market share and a lack of company profitability (Centinsoz & Ege, 2013).

Globally, current developments that draw people to leisure include outdoor, indoor, rural, and cultural recreation, catering, and other attractions. Growth, in particular, outdoor leisure and recreation activities, and indeed tourism, have fueled global concern for a special case of recreation, particularly with environmental pressures (Russell, 2013). According to the World Leisure Organization (2018), travel and leisure are now seen as ways of experience in which unique experiences can be viewed as fun, stimulating, creative, self-expressive, and so on. As a result, the incorporation of such an environmental philosophy in the area of leisure appears to be consistent with recent developments in the tourism industry, where concepts such as ecotourism, nature-based tourism, green tourism, sustainable tourism, sustainable development, and so on have become prominent in terms of tourism, tourist activity and creativity (Leung, Marafa, & Chau, 2005). While these concepts refer to tourism practices and developments, most of which take place in natural ecosystems, they also consist of eco-friendly ethics or philosophy, making sober eco-leisure a new subject of

conversation. This is possible because both green (tourism) patterns and eco-leisure stress the ethical components of tourist activities (Leung, Marafa, & Chau,2005).

There are plenty of studies regarding motivation to participate in ecotourism research regarding the relationship between perceived risk, environmental belief, and leisure pursuit. Concerning motivation to participate in ecotourism during covid-19 has not been studied. Since Covid-19 is a current issue that is not only happening in Malaysia, but it has also happened all over the world. So, this issue is new around the world, and not many studies are related to this issue. For reason this research is still new, therefore, not many journal articles are related to this research and the resources are limited. The process to develop this research becomes a little bit complicated because the topic doesn't have sufficient previous research yet. Hence, this research aims to study the tourist's motivation to participate in ecotourism activities during the Covid-19 pandemic which is motivated to participate in perceived risk, environmental belief, and leisure pursuit in Malaysia.

1.4 RESEARCH OBJECTIVE

This study aims to achieve the following objectives:

1. To investigate the relationship between perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic.
2. To examine the relationship between environmental beliefs and motivation to participate in ecotourism activities during the Covid-19 pandemic.
3. To identify the relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19 pandemic.

1.5 RESEARCH QUESTION

From the research objectives above, this study aims to answer the following research questions:

1. Does perceived risk has any relationship with motivation to participate in ecotourism activities during the Covid-19 pandemic?
2. Does the environmental belief had any relationship with motivation to participate in ecotourism activities during the Covid-19 pandemic?
3. Does leisure pursuit have any relationship with motivation to participate in ecotourism activities during the Covid-19 pandemic?

1.6 SIGNIFICANCE OF THE STUDY

The significance of this study can be divided into two areas which are significant towards theoretical knowledge and practical contribution.

1.6.1 Theoretical Knowledge

The significance of the study is to identify the motivation to participate in ecotourism activities during the Covid-19 pandemic. Using a survey questionnaire, the research of this study aims to achieve the following objectives among which are to investigate the relationship between perceived risk and motivation to participate in ecotourism activities in Malaysia in particular situations. These knowledge limitations can also affect the

prospects of ecotourism in enhancing the tourism experience and conservation of biodiversity at the local level. The study also provides an opportunity to apply theoretical knowledge by running and completing research papers and not just accepting answers generated by the internet. In addition, this study gave benefits to future researchers as they can use this research as guidelines.

1.6.2 Practical Contribution

One of the practical contributions of this research is the detailed view given by the three literature reviews. Literature review suggests that ecotourism-related initiatives should be linked to motivation to participate in ecotourism during the covid-19 pandemic. This suggests that for effective implementation, emphasis should be placed on the importance of understanding the context of perceived risks, environmental beliefs, and leisure pursuits. This will help increase participation in ecotourism to motivate during this pandemic season.

This study contributes to tourists who typically have different motivations and variables that drive them to travel in ecotourism because there are tourists who want to enhance their interest in life and tourists who just need to relax and get themselves now. The possibility of tourists participating in ecotourism during a pandemic is therefore encouraging.

Another practical contribution is the framework for analyzing the factors influencing domestic tourists to participate in ecotourism activities during the covid19 pandemic in a particular context. The contribution of this study is to understand, based on theoretical assumptions, how ecotourism can be implemented and also how it contributes to

development. For this purpose, research instruments are reliable tools that can be used as practical tools.

1.7 DEFINITION OF TERMS

For clarification, the important terms used in this study have been defined as follows:

Ecotourism: Ecotourism refers to forms of tourism with the following characteristics: All nature-based forms of tourism in which the primary motivation of the tourists is the observation and appreciation of nature and the traditional cultures prevailing in natural areas. It contains educational and interpretation features. It is not only organized by specialized tour operators for small groups. Service provider partners at the destinations are small, locally owned businesses. It minimizes negative impacts upon the natural and socio-cultural environment. (The World Tourism Organization, 2020)

Motivation: Refers to a reason for actions, willingness, and goals. Motivation is derived from the word motive or a need that requires satisfaction. (Wikipedia, 2000)

Perceived risk: Refers to an individual subjective judgment of the likelihood of an infection or an adverse result, often referring to the performance of a certain risky activity or prediction (Slovic, 2016).

Environmental belief: Relating to the natural world and the impact on the reality of human activity. Belief means embracing something real, particularly without facts. (Wikipedia, 2008)

Leisure pursuit: Refer to a time when you are not working and you can relax and the

thing which is the activity that you enjoy. (Pursuit of leisure, 2018)

1.8 SUMMARY

Ecotourism destinations play roles in human daily life and also the ecosystem. Participation from all organizations also has pros and cons as the ecotourism destination is commonly considered as protected and preserved areas. Eventually, pandemic covid-19 has opened up the new sight of ecotourism destinations as there are motivations to visit and participate in ecotourism activities due to the circumstances. Ecotourism destinations become one of the destinations that catch the tourist's eyes as it gives relaxation and therapy for those who are dealing with stress during Work from Home (WFH) or want to fill their leisure time with family and friends. This chapter has discussed the background of the study, problem statement, research objectives, research questions, the significance of the study, and the definition of important terms. Therefore, there is a need to do this study to show that there is a relationship between perceived risk, environmental belief, and leisure pursuit which can attract and increase the statistical population in ecotourism participation during Covid-19 in Malaysia.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter aims to review the related literature and findings during Covid-19 contributing to motivation to participate in ecotourism activities during the Covid-19 pandemic.

The first part of this chapter is to give a brief description of the risks that participants feel to gain motivation when participating in ecotourism activity. Furthermore, in the current pandemic season, a lot of work and things are delayed for some reason due to covid19 so it is not surprising if there are people who want to be one of the participants in ecotourism to get a little motivation for themselves. As we all know, the natural life of flora & fauna is good to be a therapy for yourself and also to get peace in terms of mint especially.

Next, the second part of this chapter is about the existence of environmental beliefs that can be considered as a social movement or as an ideology that contributes to environmental welfare. This part of this environmental belief about the target is to maintain and sustain elements of the natural ecosystems, including water, atmospheric, animal, and plants along with whole ecosystems, such as rainforest, desert, and ocean can give motivation to participation in ecotourism activities during Covid-19 pandemic. With the approach, participants can also conserve the environment which can also contribute to the

cleanliness of nature which has been much affected by certain factors including illegal logging, illegal mining, and so on.

Finally, a brief overview of leisure activities by participating in ecotourism visits, especially during the covid19 pandemic that is plaguing our country today. Most of the participants participating in this ecotourism are people who want to escape the stress they face in the workplace where they do not have time to do the activities, they are interested in due to employment factors that cause their limitations to relax their minds. This can also be a motivation for us to participate in activities like this which by spending time with things such as engaging with nature can make us more moral and responsible for awareness of the environment.

2.2 MOTIVATION TO PARTICIPATE IN ECOTOURISM ACTIVITIES

Responding to the current industry growth, sustainable tourism research investigates both the demand and supply sides of the phenomenon (Weaver & Lawton, 2007). Of particular relevance to the content of this viewpoint has been the continuing growth in tourists visiting natural areas and the increased desire for wildlife tourism experiences (Steven, 2020). This research evaluates tourists' motivation and the application of existing theoretical models on the motivation of tourists to participate in ecotourism activities during the Covid-19 pandemic. The chances for ecotourism destination growth are increasing as people are searching the remote and protected area for their leisure pursuits, enhance the quality of life, relax from the Work from Home (WFH) pressure, and contribute to nature. These kinds of behaviors mostly come from contributing to the tourists' motivation in

creating the intention to participate in ecotourism activities. It becomes an opportunity for tourism providers to provide services based on the increasing demand.

2.2.1 Definition of Motivation

The motivation to participate in ecotourism destinations defines the motivation from all aspects that create this kind of behavior. There must be external and internal factors that significantly influence the behavior of the tourists' motivation. Crompton (1979) defined motivations as only one of many contributing factors that inspire individuals to travel to different places and experience new things (Um & Crompton, 1992). Motivation is something that drives one person's behavior and generates decision-making to do what he likes and what he wants to experience either work, leisure activities, traveling, or recreational activities. As motivation can be defined as the driving force behind all behavior, likely, tourist motivation may also affect tourist attitude in general and some salient aspects of behavior such as involvement, perception, and satisfaction (Kassean & Gassita, 2013). The motivation research contains several related theories which are Pushes and Pulls theory compliments in Iso Ahola's motivation model (Iso Ahola, 1982).

2.2.2 Theory of Motivation

There always influences travels and tourist's behavior in decision making in visiting tourism destinations. Holloway et al. (2010) use destination as a synonym for attraction, however acknowledging that the term of tourist attraction is not clear: any site which

addresses to people reasonably to stimulate them to travel and visit it should be evaluated as a tourist attraction. The factors that drive tourist motivation can be a lot and it can be part of acknowledgment of tourist motivation to participate in ecotourism activities during Covid 19 pandemic. One of the factors is the destination attraction itself. Buhalis D. (2000) suggests six important components of a destination, which include: attractions, accessibility, amenities, available packages, activities, and ancillary services. However, C. Holloway, (2009) states that there are only three core elements in a successful destination whose achievement in attracting tourists will rely upon the quality of those crucial advantages that they offer them: attractions, amenities, and accessibility. The destination attraction plays a crucial role as it will be the place where tourists do their activities and develop new experiences, networking, and skills. The sufficient attraction, activities, and proper facilities offered to make them occupied will give a good image of the destinations.

Due to pandemic Covid-19 that shows a disruptive health concern greater than the previous health cases, reliable health system, disinfection, and high hygiene are highly selected factors in their checklist. Though it is hard to define the boundaries of a destination (Blasco et al., 2016), it could be defined as a place where a tourist can rest, walk, spend his time in nature, see historical monuments, attend festivals, events, taste local cuisine and be part of unique features of a destination. Apart from the hygienic place, ecotourism destinations promise calm vibes that give a psychological fix to a person who wants to escape from their routine life; work at 6 am and finish at 5 pm. Tourists also come in many types; backpackers, youngsters, ecotourists, therapeutic purpose, groups, solo travelers, etc. Maximization of service quality becomes a prior thing when we want to deliver a good image towards the destination because tourists may become a savior in giving great reviews and

will attract more tourists but also can be a destroyer if we can't meet their wants and needs or giving bad service to them and can corrupt the good review from the attraction of the destination. According to the decision-making model (Solomon et al., 2006), if eco-tourists are satisfied with an ecotourism destination, they may be more willing to re-visit the destination. There is also a theory that relates to the motivation to participate in ecotourism activities, the Theory of Motivation. Those theories defined more what is encouraging tourists to travel and making the decision in choosing their travel destinations.

2.2.3 Push and Pulls Theory

Push-Pull theory in the context of tourism was first introduced in 1977 (UNWTO, 2016) to test the various motivations of tourists, where it identifies "Anomie" and "ego enhancement" as two main motives. A push factor is the things underlying and directing someone's behavior to do traveling (Prayag & Hosany, 2014). It was stressed that the "driving factors" are the internal desire of tourists to escape from stress, or to change the daily routine and environment, the forces that generate interest in tourists for a vacation, this driving factor is called push motivation (UNWTO, 2016). Ecotourism guarantees the sustainable use of environmental resources while generating economic opportunities for the local people (Sarkar, 2011). Malaysia is one of the countries around the world that is full of diverse natural attractions and the richness of well-preserved habitats. This triggered many ways on how a tourist would think about ecotourism destinations in Malaysia. The pull factor is something external that generates the desire and motivation to travel from the tourists or the destinations and creates the motivation to participate in tourism. The pull factor can be

the quality of the service provided, the destination's attractiveness such as scenery, landscape, friendly environment, or a safe and secure destination. The characteristics from our ecosystem and nature habitats become the pull factor of how tourists think and the behavior that occurs on the motivation of tourists to participate in ecotourism destinations.

Meanwhile, the push factor focuses on inner reflection like travel to release stress, novelty, gain knowledge, and seeking a cultural experience. The current situation in Covid-19 pandemic has put everyone in stress and sensitive conditions where health issues become vulnerable and are prioritized when moving from a place to another place. The decision-making to travel and participate in ecotourism is affected by the self-consciousness of health, the inner behavior that drives the tourist's motivation. In conclusion, people have the motivation to travel or participate in traveling because they are being pushed and pulled by those factors which create this kind of behavior.

2.3 ANTECEDENTS OF MOTIVATION TO PARTICIPATE IN ECOTOURISM ACTIVITIES DURING COVID-19 PANDEMIC

2.3.1 Perceived Risk

Perceived risk is described as a dilemma between purchasing intention and unwanted purchase failure (Assael, 1995). It also describes the consumer's view of the general negative of the course of action based on an estimation of potential negative consequences and the probability that those outcomes will occur (Fuchs & Reichel, 2011). Previous studies said that tourists are concerned about or experience risk that is related to themselves

or those they can perceive (Quintal, 2010). In this study, due to this pandemic, people will be more interested in visiting eco-tourism places rather than visiting common places. This is because people are more careful with this Covid-19. Visiting a commonplace that is crowded with people will make it easy to get the virus infection. So, to take precautions, people will be more interested in going to places that are not crowded and far from people like visiting eco-tourism places.

Risk is socially created and perceived differently across diverse social systems and societies. Risk experience or interpretation can be challenged, incorporated, and converted (A.M. Williams & Baláž, 2014). In the existing literature, the importance of perceived risks has been highlighted. There are three dimensions of perceived risks: vacation risk, destination-specific risk, and physical equipment risk. According to Pennington-Gray and Schroeder (2013), international tourist's safety and security perceptions recommend seven types of perceived risk related to tourists, which include, disease, physical equipment failure, weather, crime, cultural barriers, and political crises. There is some evidence that tourists are more likely to make travel decisions on the grounds of their perception of risk rather than truth (Rittichainuwat & Chakraborty, 2009). The impacts of tourism risk perception during travel affect their experience, happiness, revisit intention, word of mouth, and loyalty (Sohn et al., 2016). From a post-modernist point of view, the existence of risk perception is meaningless as the perception or understanding of risk continues despite a lack of the risk aspect. It is the view of the aftermath that shapes, changes and affects the understanding of risk by visitors. There is some evidence that worry was found to be only moderately linked to perceived risk as tourists could see a destination as risky but not need to worry about going there and vice versa (Larsen et al., 2009). As mentioned

by Sönmez & Graefe, (1998) perceived risk can characterize situations that precisely forecast the decision to postpone travel to those destinations; for example, because of global stability, extremism, or health risks. Fuchs and Reichel (2006) were said that risk perception is the possible threat associated with a trip; in situations where this perception can change a travel decision, the risk is likely to surpass the acceptable amount of the person.

2.3.2 Environmental Belief

The nature and extent of the problems facing the environment are relatively well known but it could be argued that there is a disconnect between individual responsibility and environmental behavior, a separation that represents a significant challenge for environmental management at all levels (Johnstone & Tan, 2015). The problem that occurs with social perception, responsibility, and environmental beliefs is relatively related that causes a clear gap in how environment management reacts throughout the year. Knowledge about the environment is crucial as it helps society and visitors from all over the world to understand the functionality and what components that are suitable for the ecosystem especially when visiting ecotourism attractions. As pointed out by (Rhead,2015) understanding the nature of environmental concerns is essential for understanding how society engages with environmental problems. Understanding how environmental beliefs and concerns impact become an encouragement for society and visitors to protect and conserve the environment as they know the things that they do will affect the environment, either in a good way or bad way.

Environmental attitudes influence environmental behaviors and it is defined as a psychological tendency expressed by evaluating the natural environment with some degree of favor or disfavor (Milfont, 2007). People's attitudes are determined by how they can positively participate in ecotourism. Developing environmental beliefs and acknowledging the values in the context of a worldwide view can help the world to reduce the environmental problem. Schultz, (2005) noted that key terms such as 'environmental attitudes' and 'environmental concerns' and environmental worldview are usually poorly defined. The support from individuals, society voluntarily contributes to solving the environmental behavior crisis in Malaysia.

2.3.3 Leisure Pursuit

Most psychologists have concluded that the motivation of the internal process is to stimulate and sustain individual activity and enhance activity towards a certain target. According to Joo, Cho, and Woosnam (2019), travel motivations for middle-aged and elderly people include relaxation, improving social contact, exercise and fitness, learning, nostalgia, and witnessing exciting perceptions, as well as getting along with family members, visiting new places, finding spiritual peace, showing off to friends, and withdrawing from regular work. There is some evidence that shows that leisure is an activity engaged by a person in free time for physical and mental relaxation and enjoyment, enriching life, growing knowledge, and improving work performance (Boyce et al. 2016).

Wang et al. (2017) said that travel could substitute work to maintain a functional balance after retirement. Travel presented the meanings of happiness, material,

imagination, learning, and physical and mental development for the elderly. Travel activity offered opportunities for middle-aged and elderly people to have contact with others and a sense of belonging to society. Besides, travel also could provide the environment with a new social institutional relationship that would be willing and able to participate in tourism activities that would expose self-esteem and further promote individual social connections.

According to Sun & Gao, (2015) leisure is a recreation in short. Any free voluntary, automatic, safe, happy, interesting, self-performing, and individual and social regeneration activities with entertainment, gaming, development, maintenance, and comfort properties designed to relieve exhaustion, restore strength, enthusiasm, rehabilitate the injury, enjoyment, enjoyment of free time, enhance physical and mental health, promote social relationships, arouse work intention, and enhance work efficiency were regarded as recreation. From the point of view, leisure pursuit is the one thing that can keep from the daily routine. To avoid severe stress, it is advisable to take some free time. During Covid-19, people are more interested in activities involving Ecotourism. People want to let go of longing for ecotourism since feeling bored staying at home during Movement Control Order (MCO).

2.4 HYPOTHESIS

The hypothesis of the research is made based on factors such as perceived risk, environmental belief, and leisure pursuit. Based on the discussion above, the following are the hypotheses to be tested:

- H1a:** There is a relationship between perceived risk and the motivation to participate in ecotourism activities during the Covid-19 pandemic.
- H1b:** There is a relationship between environmental beliefs and the motivation to participate in ecotourism activities during the Covid-19 pandemic.
- H1c:** There is a relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19 pandemic.

2.5 CONCEPTUAL FRAMEWORK

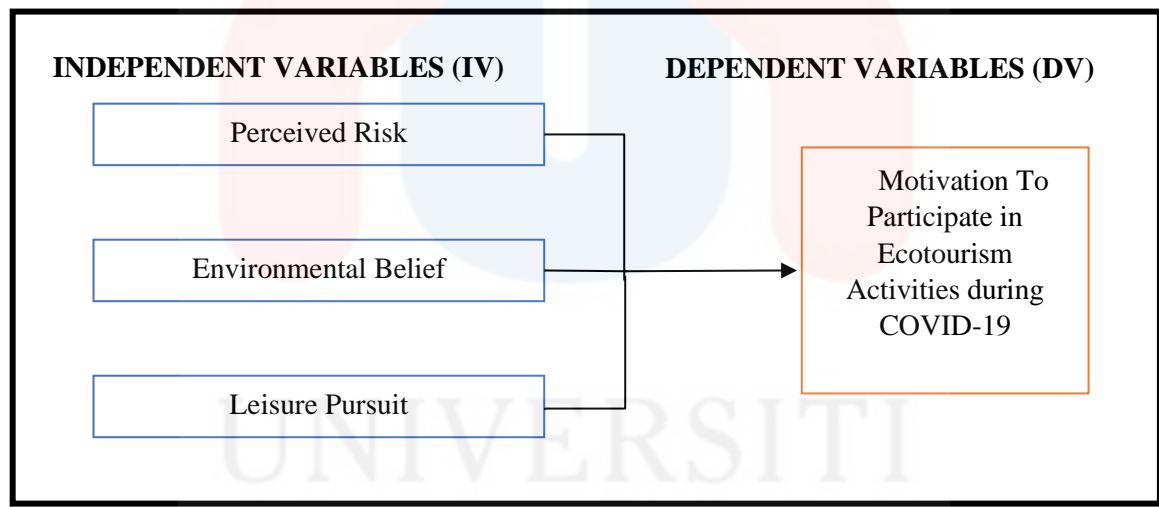


Figure 2.2: Conceptual Framework

Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The dependent variable (DV) is the motivation to participate in ecotourism activities during Covid-19 and there are three independent variables (IV) that will be tested in this study which are perceived risk, environmental belief, and leisure pursuit.

2.6 SUMMARY

Ecotourism has a high chance to develop a new target market and enhance development as the intentions of visiting ecotourism destinations are evolving among Malaysian citizens. Tourism providers need to think of a new initiative to attract new potential clients especially eco-tourists to together raise awareness to protect nature as well as improving the ecosystem. There are a lot of theories related to the motivation of people to participate in ecotourism. When there is demand from visitors, the government would provide support such as public facilities or promoting the place as it may increase the country's economy too. Good facilities and services can encourage tourist motivation to participate in ecotourism. Although the increasing demand might cause severe damage to the ecosystem because not all people practice the concept of environmental belief, yet there are many examples where there are lots of positive impacts that come from tourist participation that contribute to environmental, social, and economic sustainability.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter is about research methodology. This chapter will explicitly explain the research methods used to complete the study. The researcher will clarify how the data and knowledge needed to answer research goals and questions have been gathered, interpreted, and evaluated. In the design of the research methodology, the research approach applies to a large extent that involves the population target and the complexity of accessing it. The significance of decisions that will be obtained from the study is one of the aspects that will affect the research method. The major parts of the research methodology are the research method, method of data collection, sampling plan, fieldwork plan, and analysis plan. This chapter also includes the type of research, how the data obtained or chosen are analyzed, the materials used in the research, and the rationale for using these methods. Therefore, this chapter will clarify the methodology followed by this analysis and will explain the whole process involved in the conduct of this study.

3.2 RESEARCH DESIGN

The design of the analysis for this study uses a quantitative method. In this analysis, a cross-sectional descriptive research design will be used to examine the motivation to

participate in ecotourism activities during the Covid-19 pandemic. Furthermore, this study uses a cross-sectional questionnaire, suggesting that the data from this study were collected at a single point in time (Bland, 2001). The quantitative study is "a structured, analytical and systematic technique that collects knowledge about any type of data using numerical data" (Burns and Grove, 2005). Other researchers describe this research design as a way of explaining phenomena by collecting numerical data, analyze them using statistical methods (Aliaga and Gunderson, 2000).

To recognize and evaluate relationships and analyze the cause and effect between variables, this research used a quantitative research design. In other words, research design can be described as the overall plan showing how all major parts of the research sample, measures, and analysis work together to address the central research questions (Odukoya & Oladundoye, 2007). This study design also enables the researcher to gather data on a graph, conduct a large-scale study and provide much more detail in terms of context and statistics (Aliaga and Gunderson, 2000).

The cross-sectional descriptive design method that will be used in this study therefore will match the purpose of the study based on the description of a descriptive research method. To provide a broad overview of what the researcher found to be the greatest track in this study, the introductory cross-sectional study performed a comparative review of the social research writing work. This is generally targeted at all levels of those participating in the writing of social research. However, it is explicitly designed for domestic tourists who participate in ecotourism activities during the Covid19 pandemic. The aim is to come up with findings that may be used to assert the motivation of domestic tourists to participate in ecotourism activities during the Covid-19 pandemic in Malaysia.

Using a descriptive study design will therefore ensure an in-depth description of the situation in the study.

3.3 POPULATION

According to Sungiono, (2010), before the sample was collected, the researcher had to determine the population. Refer to the population as an aggregate of the benefit of the entirety of all things, subjects, or members that align with a specification set (Polit and Hungler, 1999). In a study, Reid identified the population as all units with certain characteristics that are of interest to the researcher's study. The population can be interpreted from the definition as the intended community or group of people for this study who are interested or chosen by the researcher.

The population analysis consisted of all domestic tourists in Malaysia who are 18 years old and above. A total of 239.1 million domestic tourists was recorded in 2019. The focus of this study was motivated to participate in ecotourism activities during Covid-19 among the domestic tourists. Due to the pandemic covid-19, there are not many participants in this ecotourism unless they have their reasons which are closely related to our dependent variables which are to get a motivation during the pandemic.

Moreover, the population of the study is considered to approach riate because, as stated in chapter one, they constitute the motivation to participate in ecotourism activities during Covid-19 whether for certain reasons or other factors. Most of them already have reasons why they are participating in ecotourism activities during the pandemic seasons. Therefore, they are in the best position to complete the survey with the data necessary to

address this study's research query.

3.4 SAMPLE SIZE

According to (Burns and Grove 2001) note that there are no hard or quick sample size laws, but there should be at least 30 participants in a sample. Quantitative research designs require large samples to improve representativeness and minimize sampling errors, according to (Polit and Beck 2006). A survey of 200 respondents from domestic tourists in Malaysia will be used because of the restricted scope of this report. The respondents will be chosen from the population to determine the relationship between perceived risk, environmental beliefs, and leisure pursuit towards motivation to participate in ecotourism activities during The Ovidrate-19 pandemic among domestic tourists in Malaysia.

3.5 SAMPLING METHOD

The non-probability sampling approach was used in this study. Respondents of 200 domestic tourists in Malaysia are targeted through convenience sampling. The respondents were asked to complete a questionnaire designed to evoke their style of decision-making towards the motivation to participate in ecotourism activities during Covid-19 pandemics. A sample size of the respondents from Malaysia's three major races namely Malay, Chinese, and Indian was targeted.

The questionnaire was distributed to individuals through a google form. The subjects were Malaysians aged 18 and above. These subjects are considered suitable for the study

as they are adults, equipped with consumer-related we're knowledge. The questionnaire will be shared through social media which is a Facebook group to prospective samples.

The method of data collection took approximately two weeks. The sample distribution of the three major breeds was regulated to the greatest extent possible to ensure that the three main breeds were reflected based on the ratio of domestic tourism in the population of Malaysia and even East Malaysia, which during Covid-19 was difficult to reach in person.

3.6 RESEARCH INSTRUMENTS

The research instrument is a reliable tool to collect and analyze the data from the target respondents and was used for the topic of interest in the research. It contains a common survey for social and behavioral information that has research questions and answers from the sample of the population. From the responses given, it can be used for statistical data which are extracted for the research purpose. The research instrument that we used for the data collection is an online questionnaire method to collect the data from the respondents through online surveys.

A questionnaire is a self-report data collection instrument that each research participant completes as part of a research study. Researchers use questionnaires to obtain information about the thoughts, feelings, attitudes, beliefs, values, perceptions, personality, and behavioral intentions of research participants (Gephart J, 1988). In other words, the researcher acquires different kinds of characteristics using questionnaire distribution. It is survey research where questionnaires are used that might have standardized data which is

different from qualitative data. Questionnaires commonly have a mix of open-ended questions and close-ended questions. Open-ended questions giving the respondent the choice to elaborate their opinion.

There are parts divided for every section. The first parts of data collection represent demographics such as gender, age, race, marital status, income level, and how often they went to ecotourism destinations before and during the pandemic. Then the other parts are the answers for the research question from strongly agree to strongly disagree. The respondents are welcomed to choose the option based on their preferences. Some sections are linked with the perceived risk, environmental beliefs, and leisure pursuit which are acquired to collect the data on how or what factors affect the motivation to participate in ecotourism activities during the pandemic.

Next, using the Likert scale defines how the respondents agree to strongly disagree. The result would tell the consequences of the respondents' response on the motivation to participate in ecotourism activities during the pandemic. The scale also includes the factors that affect the visitors' motivation to participate in ecotourism activities during the Covid-19 pandemic. The scale shows the option from strongly disagree to strongly agree to carry out the feedback from the respondents. This method acquired random sampling data which gathered different people from different segments that were able to reach a wide view of Malaysia domestic tourists. From there, there will be a lot of responses that indicate different factors or reasons why tourists participate in ecotourism activities during the Covid-19 pandemic. It also may show the knowledge or beliefs tourists have to participate in and visit ecotourism destinations.

The dependent variable for this research is the motivation to participate in ecotourism

activities which affected the participation of domestic research instrumentalists in ecotourism activities during the Covid-19 pandemic. As motivation can be defined as the driving force behind all behavior, likely, tourist motivation may also affect tourist attitude in general and some salient aspects of behavior such as involvement, perception, and satisfaction (Gnoth 1997). Meanwhile, the independent variables for this research are perceived risk, environmental beliefs, and leisure pursuits which driven the motivation to participate in ecotourism activities during Covid-19 the pandemic. The independent variables define how the behavior of domestic tourists in participating in ecotourism and what influences them. In evaluating the data collection on what motivates the tourist, we can predict the demand and the consequences of tourist behavior towards ecotourism destinations.

Table 3.1 Research Instruments

Constructs	Number of Items	Sources
Perceived Risk	1) I am worried to participate in Ecotourism during Covid-19. 2) I am not sure if the ecotourism trip has a special Standard Operating Procedure (SOP) during this Covid-19. 3) I am not sure if I will regret to participate in ecotourism during this Covid-19.	(Yang & Nair, 2014)

	<p>4) I am worried about whether the ecotourism activities are dangerous during this Covid-19.</p> <p>5) I will worry that the quality of ecotourism is not as good as expected during Covid-19</p>	
Environmental Belief	<p>1) I believe humans are still a part of ecotourism and nature.</p> <p>2) I prefer a place filled with trees to a place flooded by people during the Covid-19 Pandemic.</p> <p>3) I think humans severely abusing the environment when they visit ecotourism destinations.</p> <p>4) I believe natural habitats and humans have the same right to exist.</p> <p>5) I think humans can bring new refreshments to nature through nature establishment in ecotourism</p>	(Teeroovengadum, 2018)
Leisure Pursuit	<p>1) I will do leisure activities when I have free time.</p>	(Drummond AER, 1991)

	<p>2) I will go traveling when there is a free time</p> <p>3) I prefer to sit at home rather than do leisure activities outside the house.</p>	
<p>Motivation to Participate in Ecotourism</p>	<p>1) By engaging in ecotourism, it allows me to discover and enjoy the wonders of nature.</p> <p>2) If I had a chance, I would spend my free time outside to participate in ecotourism.</p> <p>3) For me, participation in ecotourism during Covid-19 is beneficial.</p>	<p>(Katsikari, Hatzithomas, Fotiadis, & Folionas, 2020)</p>

3.7 DATA COLLECTION PROCEDURE

The data collection procedure was held with a sample from a wide population which is domestic tourists in Malaysia. The procedure of practicing convenient sampling was applied to understand some highlighted criteria or opinions from a random population sample. Using convenience sampling through an online survey on social media lessens the bias if there are standard questions on the target respondents. The privacy of respondents also remains private with the application of significant data security and privacy regulations. Questionnaire surveys can be customized where the researchers can apply features of the design, distribution, and analyze the respondents' data response. It is considered quantitative

research.

Quantitative research may apply two different category data which are primary and secondary. This research data collection method is considered primary data collection because we directly collected the data from the respondents. The questionnaires will be distributed among tourists or Malaysian citizens who are potentially traveling around ecotourism destinations during the pandemic. The confidentiality of the respondents will be secured, and no private information will be disclosed during the data collection procedure.

3.8 DATA ANALYSIS

At the end of the studies, the researchers used the Statistical Package for Social Sciences (SPSS) version 25 to analyze the data collected. Statistical Package for Social Sciences (SPSS) is a software package designed for interactive or batch statistical analysis. This software is one of the most common statistical systems that could present difficult data manipulation and testing with a simple procedure. In addition, it is user-friendly software and could collect any kind of folder to create tabulated reports including plots of distribution and charts.

Table 3.2: The table below shows the relationship between Mean and the Level of Agree.

<i>RANGE OF MEAN</i>	<i>LEVEL OF AGREE</i>
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral

1.51 – 2.50	Disagree
1.00 – 1.50	Strongly Disagree

1.81.2 Descriptive Analysis

Descriptive analysis will be used in this research to describe the demographics such as frequency, percentage, mean, and mean average of the respondents. The range of the mean is used to measure how likely respondents would agree and disagree with the statement of questionnaires. The table below shows the relationship between the mean and level of agreement. When the range of mean is between (4.51-5.00), the level of agreeing to shows strongly agree. As for (3.51-4.50) means agree, (2.51-3.50) means neutral, (1.51-2.50) means disagree, and (1.00-1.50) means strongly disagree.

3.8.2 Reliability Analysis

Reliability is the degree to which the measurement is reliable and stable when calculating whatever it is measured. Reliability allows the same test to be given to the same respondents again with a limited period after the first test. The higher the reliability coefficient is to 1.0, the better the reliability. In general, the reliability coefficient of less than 0.60 is considered to be bad, those within the range of 0.70 are acceptable and those above 0.80 are considered to be fine (Sekaran, 2003). The correlation coefficient between the two sets of results will be calculated in this study. Only the reliability coefficient of 0.6 or 0.7 and above will be accepted.

Table 3.3: The table above shows Cronbach's Alpha Interpretation (Ahdika, 2017)

CRONBACH'S ALPHA	INTERPRETATION
0.00 – 0.20	Less Reliable
0.21 – 0.40	Rather Reliable
0.41 – 0.60	Quite Reliable
0.61 – 0.80	Reliable
0.81 – 1.00	Very Reliable

3.8.3 Pearson Correlation

The Pearson correlation coefficient measures the degree to which there is a linear relationship between the two variables (as calculated in the range and/or the scale of the ratio). A positive correlation represents a tendency for a high value in one variable to be correlated with a high value in the second variable. A negative correlation, on the other hand, represents a tendency for a high value in one variable to be correlated with a low value in the second variable. The number representing the Pearson correlation is referred to as the correlation coefficient. It ranges from -1.00 to +1.00, with zero indicating no relation between the two variables. Although -1.00 or +1.00 is possible and reflects a perfect association between two variables, this is very rarely the case. If it lies near -1, it shows a strong negative correlation, but if it lies at +1, it shows a strong positive correlation.

CORRELATION COEFFICIENT (R)	STRENGTH OF RELATIONSHIP
(.91 to 1.00) or (-.91 to -1.00)	Very Strong
(.71 to .90) or (-.71 to -.90)	Strong
(.51 to .70) or (-.51 to -.70)	Medium
(.31 to .50) or (-.31 to -.50)	Weak
(.01 to .30) or (-.01 to -.30)	Very Weak
.00	No Correlation

Table 3.4: The table below shows the Coefficient Correlation and strength of Relationship

3.9 SUMMARY

The methodology for carrying research questions is important to collect the data for research purposes. There is a qualitative and quantitative method that has their specialty and ways to use them when carrying out the research. The quantitative research data collection procedure can help in reducing cost and time while gathering random responses from the population. The exact data collection method can help to decrease the time and increase efficiency. Using convenience sampling can help in searching random responses from different segments of respondents and a wide perspective on how or what influenced tourists to participate in ecotourism activities during the unemployed Covid-19 pandemic. The research question also helps to define the problem statement that arises in the research. From the research question and the data collected, there will be a conclusion on how Malaysian react or are influenced to participate in ecotourism activities during the Covid-19 pandemic.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter will discuss the results and findings from the analysis conducted on the data collected from the questionnaires. Analysis of the data had been obtained from random people in social media. Based on these study objectives, this data analysis focused on motivation to participate in ecotourism activities during the Covid-19 pandemic. A total number of 208 survey forms had been distributed to random people on social media and all of them were valid. The data collected from the questionnaires were analyzed using frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis. The data obtained has been evaluated by a software program using Statistical Package for the Social Science (SPSS) version 25. At the end of this chapter, the findings of this study were discussed.

4.2 RESPONSE RATE

4.2.1 Respondent Demographic Profile

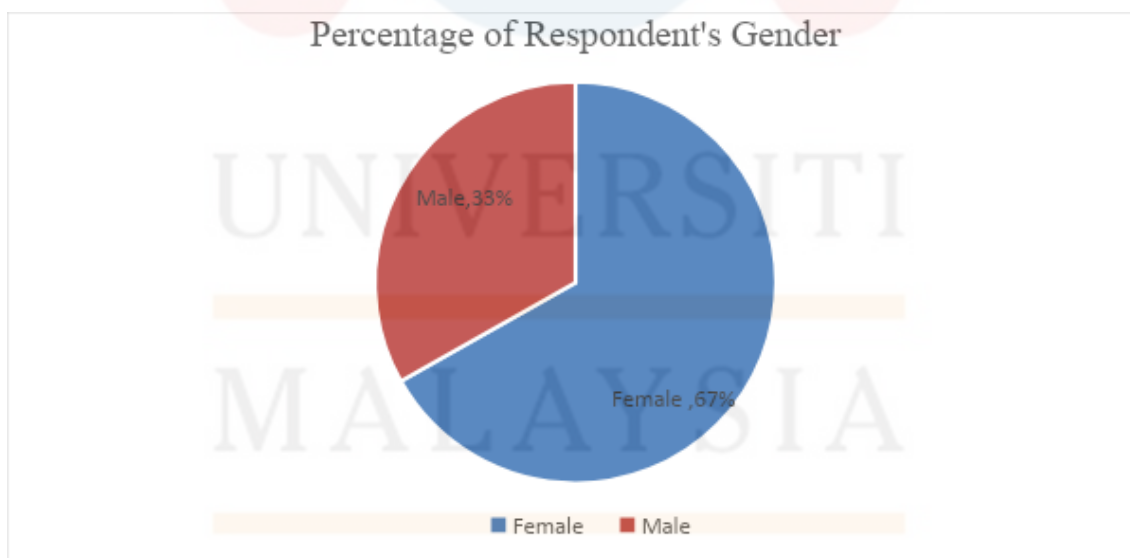
A total of 208 questionnaires were distributed through online platforms such as WhatsApp, Facebook, and Instagram. From all the 208 questionnaires distributed, all the

questionnaires were functional and applicable. The data collection was gained from the online respondents. The contextual information from the respondent’s demographic profile consists of gender, race, occupation, and experiences on participation in ecotourism activities.

Table 4.1 Respondent Demographic Profile – Gender

Respondent’s Profile	Frequency N=208	Percentage (%)
Male	69	33.2
Female	139	66.8
Total	208	100.0

Source: Fieldwork Study (2021)



Source: Fieldwork Study (2021)

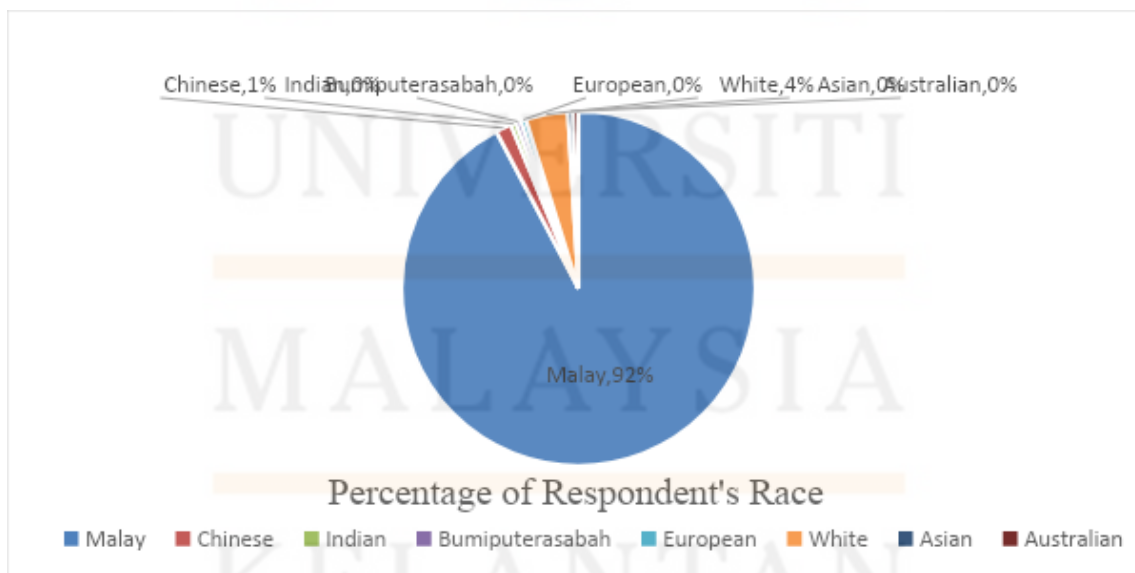
Figure 4.1: Percentage of Respondent’s Gender

Table 4.1 stated the percentage of female respondents with 66.8% (n=139) related to the male percentage outcome which is 33.2% (n=69).

Table 4.2 Respondents Demographic Profile – Race

Respondent's Race	Frequency (N=208)	Percentage (%)
Malay	192	92.3
Chinese	3	1.4
Indian	1	.5
Bumiputra Sabah	1	.5
European	1	.5
White	8	3.8
Asian	1	.5
Australian	1	.5
Total	208	100.0

Source: Fieldwork Study (2021)



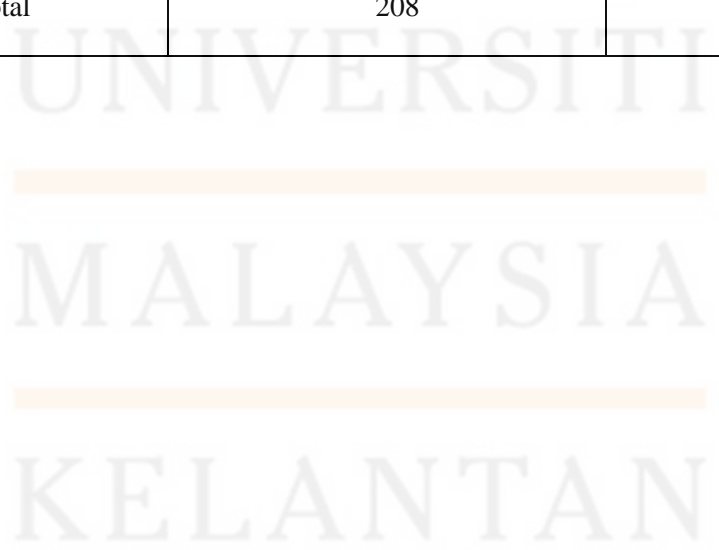
Source: Fieldwork Study (2021)

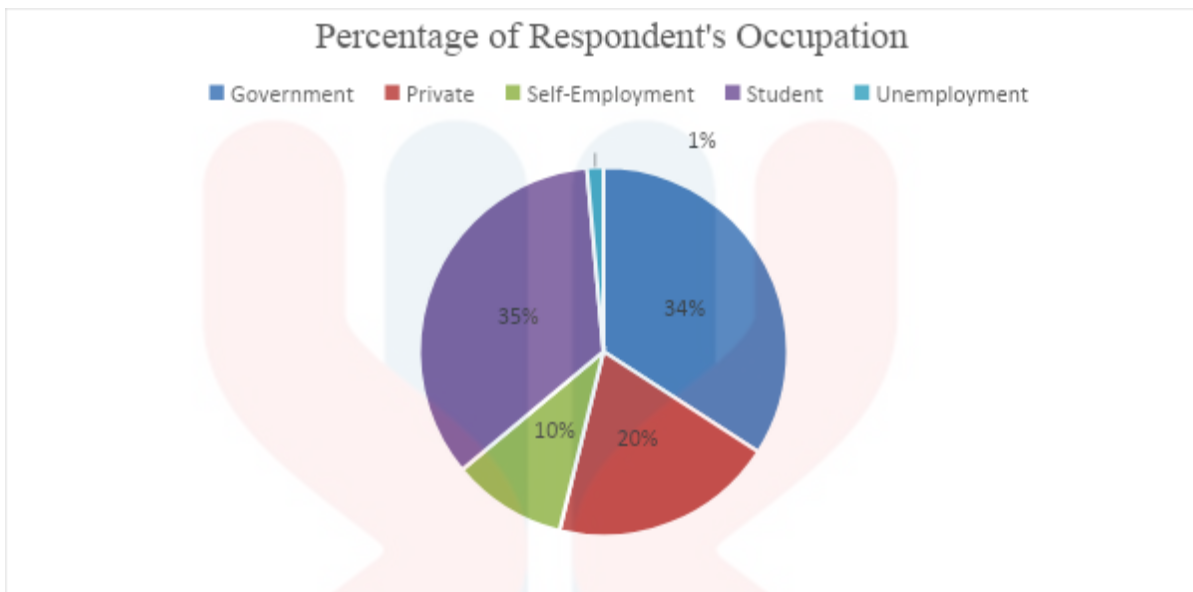
Figure 4.2: Percentage of Respondent's Race

Table 4.2 shows that most of the respondents are Malay with a frequency of 192 respondents which is 92.3% of the overall percentage. Followed with the Chinese of 3 people (1.4%). Meanwhile, Indian, Bumiputera Sabah, European, Asian, and Australian each of them contributed (0.5%), the frequency of 1 respondent. Lastly, from White respectively contributed 3.8% which represents 8 respondents.

Table 4.3 Respondents Demographic Profile – Occupation

Respondent's Occupation	Frequency (N=208)	Percentage (%)
Government	71	34.1
Private	41	19.7
Self-Employment	21	10.1
Student	72	34.6
Unemployment	3	1.4
Total	208	100.0





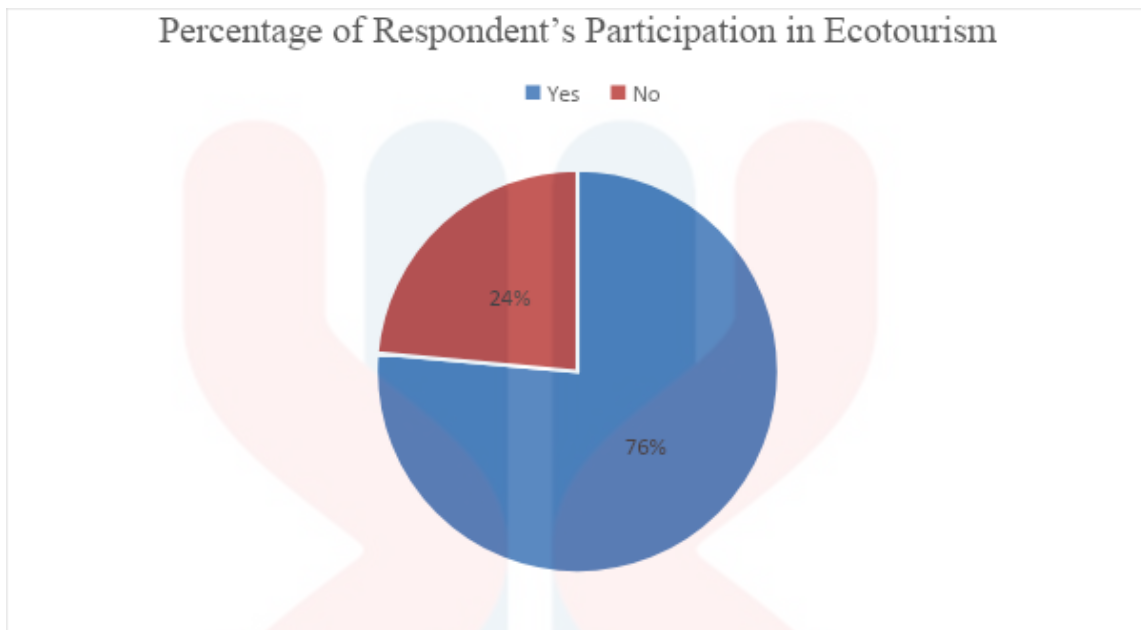
Source: Fieldwork Study (2021)

Figure 4.3: Percentage of Respondent's Occupation

Table 4.3 shows that the bigger percentage of respondents' occupation is from the student which is 34.6% representing 72 respondents. Then followed by the government employee consists of 71 respondents with 34.1%. Respondents from the private sector contributed 19.7% respectively the percentage of 41 respondents. Lastly, the percentage of unemployment respondents shows 1.4% stated for 3 respondents.

Table 4.4 Respondent's Participation in Ecotourism

Answer	Frequency (N=208)	Percentage (%)
Yes	159	76.4
No	49	23.6
Total	208	100.0



Source: Fieldwork Study (2021)

Figure 4.4: Percentage of Respondent's Participation in Ecotourism

Table 4.4 shows that 149 respondents which are 76.4% of the overall percentage have participated in Ecotourism before. Meanwhile, 49 respondents respectively contributed 23.6% of the survey have not participated in Ecotourism.

4.3 DESCRIPTIVE ANALYSIS

The descriptive analysis is described as the simple summaries for the basic data in the study. Descriptive analysis is a method to describe what the data shows from the study distinguished from inferential statistics. The descriptive analysis proposes the quantitative data in an amendable form. The large and complex amounts of data were simplified into a summary. Simplifying a large amount of data may run the risk of misrepresenting the original data or important details.

4.3.1 Descriptive Analysis for Independent Variables (Iv)

Table 4.7 Descriptive Analysis for Independent Variables – Perceived Risk

Perceived Risk	Mean	SD
1. I am worried to participate in Ecotourism during Covid-19.	3.87	1.120
2. I am not sure if the ecotourism trip has a special Standard Operating Procedure (SOP) during this Covid-19.	3.53	1.129
3. I am not sure if I will regret to participate in ecotourism during this Covid-19.	3.20	1.071
4. I am worried about whether the ecotourism activities are dangerous during this Covid-19.	3.66	1.180
5. I will worry that the quality of ecotourism is not as good as expected during Covid-19.	3.91	0.991

Source: Fieldwork Study (2021)

Table 4.7 shows the number of respondent’s responses on the first Independent Variable (IV) which is perceived risk, that accumulated the mean and standard deviation of the variable. Based on Table 4.7, the question of perceived risk (IV1) contains five (5) cumulative questions. The highest response rate of the question is ‘I will worry that the quality of ecotourism is not as good as expected during Covid-19’ stated (M = 3.91, SD = 0.991). Then followed by the question ‘I am not sure if I will regret participating in

ecotourism during this Covid-19’ (M = 3.20, SD = 1.071). Next, the query of ‘I am worried to participate in Ecotourism during Covid-19.’ (M = 3.87, SD = 1.120), and ‘I am not sure if the ecotourism trip has a special Standard Operating Procedure (SOP) during this Covid-19’ (M = 3.53, SD = 1.129). The last question is ‘I am worried about whether the ecotourism activities are dangerous during this Covid-19’ (M = 3.66, SD = 1.180).

Table 4.6 Descriptive Analysis for Independent Variable – Environmental Beliefs

Environmental Belief	Mean	SD
1. I believe humans are still a part of ecotourism and nature.	4.34	0.788
2. I prefer a place filled with trees to a place flooded by people during the Covid-19 Pandemic.	4.61	0.727
3. I think humans severely abusing the environment when they visit ecotourism destinations.	3.90	1.009
4. I believe natural habitats and humans have the same right to exist.	4.58	0.738
5. I think humans can bring new refreshments to nature through nature establishment in ecotourism.	4.50	0.816

Source: Fieldwork Study (2021)

Table 4.6 shows the number of respondents’ responses, mean (M), and standard deviation (SD) on the second Independent Variable (IV2) which is environmental Beliefs. This section

contains five (5) questions. The first one is ‘I prefer a place filled with trees than a place flooded by people during the Covid-19 Pandemic.’ (M = 4.61, SD = 0.727). The second query ‘I believe natural habitats and humans have the same right to exist’ (M = 4.58, SD = 0.738) and followed by ‘I believe humans are still a part of ecotourism and nature.’ (M = 4.34, SD = 0.788). The next response is ‘I think humans can bring new refreshment to nature through nature establishment in ecotourism.’ (M = 4.50, SD = 0.816). Lastly, ‘I think humans severely abusing the environment when they visit ecotourism destinations.’ (M = 3.90, SD = 1.009).

Table 4.7 Descriptive Analysis for Leisure Pursuits

Leisure Pursuits	Mean	SD
1. By engaging in ecotourism, it allows me to discover and enjoy the wonders of nature.	4.72	0.581
2. If I had a chance, I would spend my free time outside to participate in ecotourism.	4.33	0.840
3. For me, participation in ecotourism during Covid-19 is beneficial.	3.92	1.047

Source: Fieldwork Study (2021)

Table 4.7 above shows the number of respondents, mean, and standard deviation of third Independent Variables (IV3) which is leisure pursuits. According to Table 4.7, the independent variables have three (3) questions. The first query is ‘By engaging in ecotourism, it allows me to discover and enjoy the wonders of nature.’ (M = 4.72, SD =

0.581). The second query is ‘If I had a chance, I would spend my free time outside to participate in ecotourism.’ (M = 4.33, SD = 0.840). Lastly, ‘For me, participation in ecotourism during Covid-19 is beneficial.’ (M = 3.92, SD = 1.047) like in the table shown above.

4.3.2 Descriptive Analysis for Dependent Variables (Iv),

Table 4.8 Descriptive Analysis for Motivation to Participate in Ecotourism Activities during Covid-19 Pandemic

Motivation to Participate in Ecotourism Activities during Covid-19 pandemic	N	Mean	SD
1. I want to learn more about the natural environment.	208	4.39	0.700
2. I travel to new places to learn about local culture and customs.	208	4.28	0.787
3. This type of tourism is less harmful to environment than all the other kinds of tourism.	208	4.09	0.849
4. I want to experience a new culture with the minimum influence on the environment and the local community.	208	4.18	0.852
5. I can easily organize eco-trip by myself and travel alone or just with my relatives/friends.	208	4.00	0.998

Source: Fieldwork Study (2021)

Table 4.8 shows the number of respondents’ responses, mean and standard deviation

of the dependent variable which is motivation to participate in ecotourism activities during the Covid-19 pandemic. This section contains five (5) questions. The highest standard deviation (SD) of this section is ‘I want to learn more about the natural environment’ (M = 4.39, SD = 0.700). The second one is ‘I travel to new places to learn about local culture and customs’ (M= 4.28, SD = 0.787) and followed by ‘This type of tourism is less harmful to the environment than all the other kinds of tourism.’ (M = 4.09, SD = 0.849). Next is ‘I want to experience a new culture with the minimum influence on the environment and the local community.’ (M = 4.18, SD =0.852). Last response rate for the query ‘. I can easily organize an Eco trip by myself and travel alone or just with my relatives/friends.’ (M = 4.00. SD = 0.998).

4.4 RESULT OF RELIABILITY TEST

The reliability coefficient is a method for determining the internal accuracy of a scale. As a result, the data was examined using the Cronbach's Alpha study as a guide to determine the degree of accuracy. Cronbach's Alpha must be greater than 0.7 for all variables. Table 4.6 below shows the Rules of Thumb of Cronbach’s Alpha Coefficient size according to Matkar (2012).

Table 4.5 Rules of Thumb to interpret Cronbach's Alpha

Alpha coefficient Range	Strength of Association
--------------------------------	--------------------------------

$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.8$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Stephani (2017)

Table 4.6 Result of Reliability Coefficient Alpha for the Variables

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Perceived risk	5	0.806	Very Good
Environmental belief	5	0.748	Good
Leisure pursuit	2	0.655	Moderate
Motivation	5	0.773	Good

Table 4.6 showed the importance of both independent and dependent variables in this

analysis. According to Table 4.6, one of the variables was over 0.800 while 2 of the other variables were over 0.700 and the other one was over 0.600. All the items in the questionnaire were validated and 5 questions were used to assess the perceived risk variable. The Cronbach's Alpha result for the perceived risk variable questions is 0.806 and has been proven to be very good. The coefficient obtained for perceived risk variable questions was also accurate. Other than that, for measuring the environmental belief variable, 5 questions were used and the result of the Cronbach's Alpha is 0.748, which is indicated as good. Hence, the coefficient obtained for these questions in the environmental belief variable was reliable.

Then, 2 questions were used to calculate the leisure pursuit variable and Cronbach's Alpha outcome is 0.655 which is indicated as questionable. In this variable, one of the items which are "For me, participation in ecotourism during Covid-19 is beneficial" has been deleted because the item is not suitable for the leisure pursuit variable. Removal of question 3 would lead to a small improvement in Cronbach's alpha, and we can also see that the "Corrected item-total Correlation" value was low for this item. This might lead us to remove this item. Five questions were used to calculate the motivation to participate in the ecotourism variable towards motivation and the Cronbach's Alpha outcome was 0.773 which was indicated as good. The coefficient obtained for these questions in the motivation to participate in the ecotourism variable was reliable.

4.5 RESULT OF PEARSON'S CORRELATION

Pearson's correlation coefficient is the test statistics that measure the statistical relationship, or association, between two continuous variables. In other simple word, the

Pearson Correlation calculates the effect of change in one variable when another variable change. The purpose of using Pearson Correlation is to test whether the statistically significant linear relationship between two quantitative variables. This study used the Pearson product-moment correlation coefficient was computed to assess the relationship between perceived risk, environmental beliefs, and leisure pursuits with the motivation to participate in ecotourism activities during the Covid-19 pandemic.

4.5.1 Result Between Perceived Risk and Motivation to Participate in Ecotourism Activities During Covid-19 Pandemic

The result of the Pearson correlation coefficient was computed to assess the relationship between the perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic. The result determined the degree to which a relationship between the two variables.

Table 4.9: Result of Pearson Correlation between perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic.

		Perceived Risk	Motivation to participate in ecotourism activities during Covid-19 pandemic
Perceived Risk	Pearson Correlation	1	.080
	Sig. (2-tailed)		.249
	N	208	208
	Pearson Correlation	.080	1
	Sig. (2-tailed)	.249	

Motivation to participate in ecotourism activities during Covid-19 pandemic	N	208	208
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** . Correlation is significant at the 0.01 level (2-tailed)

Based on the result of Pearson correlation coefficient was computed to assess the relationship between perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic. There was a strong positive correlation between the two variables, $r = .080$, $N = 208$; the relationship between the two variables was not significant ($p = .249$) at the level of 0.01 (2-tailed). Perceived risk will arise from the motivation to participate in ecotourism activities during the Covid-19 pandemic. It is shown that the perceived risk is an important factor in determining or setting the rate of motivation to participate in ecotourism in the country.

4.5.2 Result Between Environmental Beliefs and Motivation to Participate in Ecotourism Activities During Covid-19 Pandemic.

The result of the Pearson correlation coefficient will determine the relationship between the two variables which are environmental beliefs and motivation to participate in ecotourism. Environmental beliefs are important, as they influence not only the choice of factors by participants but also their level of motivation. Participants were able to base their

perceptions of environmental beliefs, along with what the purpose had to offer in terms of natural attraction, entertainment value, and relaxation

Table 4.10: Result of Pearson Correlation between environmental beliefs and motivation to participate in ecotourism activities during Covid-19 pandemic

		Environmental Beliefs	Motivation to participate in ecotourism activities during Covid-19 pandemic
Environmental Beliefs	Pearson Correlation	1	.476**
	Sig. (2-tailed)		.000
	N	208	208
Motivation to participate in ecotourism activities during Covid-19 pandemic	Pearson Correlation	.476**	1
	Sig. (2-tailed)	.000	
	N	208	208

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

Based on the result of Pearson correlation coefficient was computed to assess the relationship between environmental beliefs and motivation to participate in ecotourism activities during the Covid-19 pandemic. There was a strong positive correlation between the two variables, $r = .476$, $N = 208$; the relationship between the two variables was significant ($p = .000$) at the level of 0.01 (2-tailed). Environmental beliefs are good ones that

seem to be related to motivation to participate in ecotourism activities during Covid 19 pandemic. In addition, environmental beliefs can provide an opportunity to increase the motivation of participants.

4.5.3 Result Between Leisure Pursuit and Motivation to Participate in Ecotourism Activities During Covid-19 Pandemic

The result of the Pearson correlation coefficient will calculate them and dictate the relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19 pandemic. Leisure pursuit is one of the factors that can motivate participants. Leisure pursuit also provides clues to the ecotourism industry. The reach of the ecotourism industry has emerged as one of the key growth factors of the value of the tourism industry.

Table 4.11: Result of Pearson Correlation between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19 pandemic.

		Leisure pursuit	Motivation to participate in ecotourism activities during Covid-19 pandemic
Leisure pursuit	Pearson Correlation	1	.605"

	Sig. (2-tailed)		.000
	N	208	208
Motivation to participate in ecotourism activities during Covid-19 pandemic	Pearson Correlation	.605	1
	Sig. (2-tailed)	.000	
	N	208	208

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

Based on the result of Pearson correlation coefficient was computed to assess the relationship between leisure pursuit and motivation to participation in ecotourism activities during the Covid-19 pandemic. There was a strong positive correlation between the two variables, $r = .605$, $N = 208$; the relationship between the two variables was significant ($p = .000$) at the level of 0.01 (2-tailed). The pursuit of leisure time will be associated with motivation to participate in ecotourism activities during the Covid-19 pandemic. This is because leisure activities are activities that are easy for participants to do usually when they are not working. By engaging in leisure activities, it will gain motivation.

4.6 SUMMARY

In this chapter, researchers can conclude that the major respondents are female and the races were Malay. Most of the respondents were students and government sectors that have been involved in ecotourism activities. All independent variables' correlation coefficient shows the different values which are 0.80 for perceived risks, 0.476 for environmental belief,

and 0.605 for leisure pursuit. The results of the correlations answered the research questions about whether there is a relationship between independent variables and dependent variables. To conclude, there is a significant relationship between environmental belief and leisure pursuit. The relationship between leisure pursuits was not significant because respondents feel unsafe to visit ecotourism during this Covid-19 pandemic.



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

Chapter five acknowledges this entire study as an introductory chapter. Therefore, it included the recapitulation of the findings, limitations, recommendations, and summary.

5.2 RECAPITULATION OF THE RESEARCH OBJECTIVE

The main findings of this study will be described in the following sections, based on the objectives of the study.

5.2.1 Discussion on Objective 1

Table 5.1: Discussion on Objective 1

Research objective 1	To examine the relationship between perceived risk and the motivation to participate in ecotourism activities during the Covid-19 pandemic.
Research question 1	Does perceived risk have any relationship with motivation to participate in ecotourism activities during the Covid-19 pandemic?
Hypothesis 1	There is a relationship between perceived risk and the motivation to participate in ecotourism activities during the Covid-19 pandemic.

The first objective of this study is to examine the relationship between perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic.

According to the data collected and output in Chapter 4, there is no significant relationship between perceived risk and motivation to participate in ecotourism activities during the Covid-19 pandemic. Therefore, hypothesis 1 is not supported. This indicates that more than half of all participants have a low risk to themselves of motivation to participate in ecotourism activities during Covid-19 pandemic.

According to EPPM (Extended parallel process model), two cognitive assessments may be considered when a person is aware of health risks such as those related to the threat posed and the second related to effectiveness (Leila Jahangiry, 2020). When the threat of Covid-19 is considered more important, thus perceived risk is high then its motivation is low, people usually act to protect themselves from fear rather than the danger itself. Conversely, when the perceived risk is low, people are usually motivated to participate in the activities and able to deal with the threat. So, in this study, ecotourism during Covid 19 is perceived as having low risk since this activity focuses on nature and the place is not crowded with people.

5.2.2 Discussion on Objective 2

Table 5.2: Discussion on Objective 2

<p>Research objective 2</p>	<p>To examine the relationship between environmental beliefs and motivation to participate in ecotourism activities during the Covid-19 pandemic.</p>
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Research question 2	Do environmental beliefs have any relationship with motivation to participate in ecotourism activities during the Covid-19 pandemic?
Hypothesis 2	There is a relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19 pandemic.

The second research objective is to examine the relationship between environmental beliefs and motivation to participate in ecotourism activities during Covid-19. The data analysis in chapter 4 showed that there is a moderate relationship between environmental beliefs towards motivation to participate in ecotourism activities during Covid-19. Therefore, hypothesis 2 is supported. The major findings of this study indicate that environmental beliefs had a strong relationship with motivation to participate in ecotourism activities during the Covid19 pandemic.

Thus, the results show that 49.8% of respondents are driven by environmental beliefs with 104 respondents having chosen level 5. This indicates that more than half of all participants have higher environmental beliefs thus influencing their motivation to participate in ecotourism activities despite the pandemic Covid-19. Specifically, the findings of this research are in line with other studies that suggest greater awareness and eco-friendly attitudes positively influence intentions for future ecotourism practices, visiting green lodging (Han, 2010), and choosing tourist destinations (Lam & Hsu, 2006). Changing environmental attitudes and improving environmental education and mass media encourage tourists 'tendency to adopt environmentally friendly behaviors (Sharpley, 2006).

5.2.3 Discussion on Objective 3

Table 5.3: Discussion on Objective 3

Research objective 3	To identify the relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19-19 pandemic.
Research question 3	Does leisure pursuit have any relationship with motivation to participate in ecotourism activities during the Covid-19-19 pandemic?
Hypothesis 3	There is a relationship between leisure pursuit and motivation to participate in ecotourism activities during the Covid-19-19 pandemic.

The third objective of this study is to identify the relationship between leisure pursuits and motivation to participate in ecotourism activities during the Covid-19 pandemic. Based on Pearson’s Correlation analysis in chapter 4, there is a strong relationship between leisure pursuits and motivation to participate in ecotourism activities during the Covid-19 pandemic. This suggests that hypothesis 3 is supported. A large number of respondents agreed that ecotourism allowed them to discover and enjoy the wonders of nature despite the threat of Covid-19-19. Respondents also agreed that leisure pursuits motivate a quality natural environment, especially during the Covid-19-19 pandemic.

After all, ecotourism is not just another specialized market in the tourism industry, but a philosophy and group of practices that if properly understood and implemented will change the way we travel (Honey, 2002). Thus, many respondents' perceptions of motivation in participation in ecotourism needed in protected areas, minimizing negative impacts on the natural environment, benefiting local people, encouraging conservation of natural resources, and helping to preserve culture were very positive.

5.3 LIMITATION

The researcher has classified that their research has few limitations. The first limitation is the previous research about the study is limited because the issue is still new. Covid-19 pandemic is a phase where people are being infected by a virus that happens in the year 2020 and research about the pandemic is still outnumbered. There are also limited sources on ecotourism related to the Covid-19 pandemic in Malaysia that affect the motivation of people to participate in ecotourism activities. The result of this research might have insufficient strong resources from the previous study that can help to strengthen the research outcome.

The next limitation is that the researcher only uses the platform of Google form for quantitative methods that purposely spread in social media. The data from the study that was carried out might not have a wide review from the targeted respondents and have standardized answers for data collection. Therefore, the researcher used a different way, and the data was collected from social media such as WhatsApp and Facebook using an online form as a platform, which allowed them to differ from face-to-face interviews that were a little bit complicated because of the Covid-19 pandemic.

To overcome the limitations, the researcher has widened the search for the previous study not only in Malaysia but the resources also obtained from all over places. Then, the researcher purposely sends the google form throughout other social media to get sufficient sources of respondents' responses for the data collection.

5.4 RECOMMENDATION

Based on the previous chapter, some empirical factors that determine the motivation to participate in ecotourism during Covid-19 have been determined. As a result, some recommendations can help researchers to improve the research outcome for future studies.

The first recommendation in this study is future research using the qualitative method to collect the data. It will help the researchers to get the information by interviewing the respondent. The researchers can ask any question to the respondent and can get a fast response. Compared to the quantitative method, the researchers must build the questionnaires and distribute them to their respondents. This method may be lacking in terms of not having enough desired respondents and taking a long time to collect the data. There may be some respondents who do not want to answer the questionnaire.

Secondly, the attitude and perceived behavioral control for future research can be included for future study. This is because these two factors are an important thing that needs to be emphasized in making further studies related to ecotourism. Due to the Covid-19 pandemic, these factors affect motivation to participate in ecotourism. Maybe some of the respondents felt that participating in ecotourism during the Covid-19 pandemic is an activity and recreation that can be done without feeling the perceived risk because participating in

ecotourism is not exposed to the public.

Finally, future research can add a platform to collect the data from respondents. Due to the Covid-19 pandemic, we only can get the data from respondents from google form on an online platform. Maybe future research can increase their platform to collect data in places that have many tourists such as bus stations, KLIA, and tourist attractions. This can help the researcher get more information from the respondents.

5.5 SUMMARY

In conclusion, this research has been carried out to explore the factors of motivation that induce participation in ecotourism activities during the Covid-19 pandemic. Besides, this study helps other researchers to research ecotourism and can be used as one of their references. The results that have been obtained in chapter 4 have been discussed further and conclusions were made based on the results. Therefore, it can be concluded that all the research questions had been answered where one independent variable was not significantly which is perceived risk while the other two variables environmental belief and leisure pursuit were significantly influenced.

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APPENDIX



MOTIVATION TO PARTICIPATE IN ECOTOURISM ACTIVITIES DURING COVID-19 PANDEMIC

Dear respondents,

We are third-year students of Faculty Hospitality, Tourism, and Wellness (Tourism), Universiti Malaysia Kelantan (UMK), Kampus Kota. This questionnaire was distributed as part of our assignment to collect data on the intention to visit ecotourism during the Covid-19 pandemic. Ecotourism is defined as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. For example, Cameron Highlands, Pahang, Pulau Perhentian, Terengganu, Forest Research Institute, Selangor and Penang National Park, Teluk Bahang. All the information in this questionnaire will be kept confidential and used for academic purposes only. We would like to thank you for your time for giving kind cooperation and fair responses. We are truly grateful.

Responden yang dihormati,

Kami adalah pelajar tahun tiga Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (Pelancongan) Universiti Malaysia Kelantan (UMK) Kampus Kota. Soal selidik ini diedarkan sebahagian daripada tugas kami untuk mengumpulkan data berkenaan niat untuk mengunjungi ekopelancongan semasa pandemic Covid-19. Ekopelancongan ditakrifkan sebagai perjalanan yang bertanggungjawab ke kawasan semula jadi yang memelihara alam sekitar, menjaga kesejahteraan masyarakat setempat, dan melibatkan penaksiran dan pendidikan. Contohnya, Tanah Tinggi Cameron, Pahang, Pulau Perhentian, Terengganu, Institut Penyelidikan Hutan, Selangor dan Taman Negara Pulau Pinang, Teluk Bahang. Maklumat dalam soal selidik ini akan dirahsiakan dan digunakan untuk tujuan akademik sahaja. Kami ingin mengucapkan terima kasih kerana meluangkan masa anda dengan memberi kerjasama yang baik dan tindak balas yang adil. Kami berasa sangat berterima kasih dan bersyukur.

- | | | |
|----|----------------------------------|----------|
| 1. | WAN ASMA ALIA BINTI WAN ILIAS | H18A0662 |
| 2. | NUR AZIANI SALIKIN BINTI SUHAIMI | H18A0364 |
| 3. | NURUL ATIKAH BINTI MOHD AZEHAR | H18A0476 |
| 4. | NUR AUNI BINTI MOHD FOUZI | H18A0363 |

**SECTION A /BAHAGIAN A
DEMOGRAPHIC RESPONDENT / DEMOGRAFI RESPONDEN**

Instruction/ Arahan: Please tick (/) according to the information below.

Sila tandakan (/) mengikut maklumat yang dinyatakan di bawah.

1. Gender / Jantina

<input type="checkbox"/>
<input type="checkbox"/>

- a. Male/Lelaki
- b. Female/Perempuan

2. Races/Bangsa

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

- a. Malay/Melayu
- b. Chinese/Cina
- c. Indian/India

3. Occupation/Pekerjaan

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

- a. Government/Kerajaan
- b. Students/Pelajar
- c. Private/Swasta
- d. Unemployment/Tidak bekerja
- e. Self-employment/Bekerja sendiri

4. Have you ever participated in ecotourism before? / *Pernahkah anda menyertai ekopelancongan sebelum ini?*

- a. Yes/*Ya*
- b. No/*Tidak*

5. If your answer YES, what is your reason for participate in ecotourism/ *Jika jawapan anda YA, Apakah alasan anda untuk terlibat dalam ekopelancongan?*

- a. Leisure/*Masa lapang*
- b. Business/*Perniagaan*
- c. Meeting friends or relatives/ *Berjumpa kawan atau saudara*

SECTION B/BAHAGIAN B (IVs)

Instructions: Please rate the information below according to your preferences using the scale provided.

Arahan: Sila nyatakan pendapat anda terhadap maklumat yang diberikan mengikut skala yang ditetapkan di bawah.

1 STRONGLY DISAGREE / SANGAT TIDAK BERSETUJU	2 DISAGREE / TIDAK BERSETUJU	3 NEUTRAL / TIDAK PASTI	4 AGREE / BERSETUJU	5 STRONGLY AGREE / SANGAT BERSETUJU
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PART I/ BAHAGIAN I		1	2	3	4	5
	PERCEIVED RISK/ RISIKO YANG DIRASAKAN – IV (CAO, B, 2018)					
1	I worry to participate in Ecotourism during Covid-19. / <i>Saya bimbang untuk menyertai ekopelancongan semasa Covid-19.</i>					
2	I am not sure if the ecotourism trip has a special feature during this Covid-19 / <i>Saya tidak pasti sama ada perjalanan ekopelancongan mempunyai ciri khas semasa Covid-19 ini.</i>					
3	I am not sure if I will regret to participate in eco-tourism during this Covid-19 / <i>Saya tidak pasti adakah saya akan menyesal untuk menyertai pelancongan eko semasa Covid-19 ini.</i>					
4	I am worried about whether the ecotourism itinerary is dangerous during this Covid-19 / <i>Saya bimbang sama ada jadual ekopelancongan berbahaya semasa Covid-19 ini.</i>					
5	I will worry that the quality of eco-tourism is not as good as expected during Covid-19 / <i>Saya akan bimbang bahawa kualiti eko-pelancongan tidak sebaik yang diharapkan semasa Covid-19.</i>					



	PART II/BAHAGIAN II	1	2	3	4	5
	ENVIRONMENTAL BELIEFS/ PERSEKITARAN					
1	I believe humans are still a part of ecotourism or law of nature. / Saya percaya manusia masih menjadi sebahagian ekopelancongan atau undang-undang alam					
2	I prefer a place filled with trees than a place flooded by people during the covid-19 pandemic. /saya lebih memilih tempat yang dipenuhi oleh pokok-pokok berbanding tempat yang dibanjiri oleh orang ramai pada musim covid-19.					
3	I believe natural habitats and humans have the same right to exist. / Saya percaya habitat semula jadi dan manusia mempunyai hak yang sama untuk wujud.					
4	I think humans can bring new refreshment to nature through nature establishment in ecotourism. / Saya rasa manusia boleh memberi pembaharuan terhadap alam semula jadi melalui pembaikan alam semula jadi in ecotourism.					
5	I think humans can bring new refreshment to nature through nature establishment in ecotourism. / Saya rasa manusia boleh memberi pembaharuan terhadap alam semula jadi melalui pembaikan alam semula jadi in ecotourism.					

	PART III/ BAHAGIAN III	1	2	3	4	5
	LEISURE PURSUIT/ AKTIVITI RIADAH					
1	By engaging in ecotourism, it gives me the opportunity to discover and enjoy the wonders of nature. / Dengan melibatkan diri dalam ecotourism, ianya memberi saya peluang untuk mencari dan menikmati keajaiban alam					

2	If I had the chance, I would spend my free time outside to participate in ecotourism. / Sekiranya saya berpeluang, saya akan menghabiskan masa lapang saya di luar untuk menyertai ekopelancongan.					
3	For me, participation in ecotourism during Covid-19 is beneficial. / Bagi saya, penyertaan dalam ekopelancongan semasa Covid-19 sangat bermanfaat.					

SECTION C/BAHAGIAN C

Instructions: Please rate information below according to your preferences using the scale provided.

Arahan: Sila nyatakan pendapat anda terhadap maklumat yang diberikan mengikut skala yang ditetapkan di bawah.

1 STRONGLY DISAGREE / SANGAT TIDAK BERSETUJU	2 DISAGREE / TIDAK BERSETUJU	3 NEUTRAL / TIDAK PASTI	4 AGREE / BERSETUJU	5 STRONGLY AGREE / SANGAT BERSETUJU
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PART 1/BAHAGIAN 1		1	2	3	4	5
MOTIVATION TO PARTICIPATE IN ECOTOURISM/ <i>MOTIVASI UNTUK MENYERTAI EKOPELANCONGAN</i> – DV (Mariia Anishchenko, 2016)						
1	I want to learn more about the natural environment/ Saya ingin mengetahui lebih lanjut mengenai persekitaran semula jadi					
2	I travel to new places to learn about local culture and customs/ Saya pergi ke tempat baru untuk belajar mengenai budaya dan adat tempatan					

3	This type of tourism is less harmful for environment than all the other kinds of tourism/ Jenis pelancongan ini kurang memudaratkan persekitaran daripada semua jenis pelancongan yang lain					
4	I want to experience new culture with the minimum influence on the environment and local community/ Saya ingin mengalami budaya baru dengan pengaruh minimum terhadap persekitaran dan masyarakat setempat					
5	I can easily organize eco trip by myself and travel alone or just with my relatives/friends/ Saya boleh mengatur eco trip dengan mudah sendiri dan melancong sendiri atau dengan saudara/ rakan saya					

