



## **Ecotourism**

### **Why is Ecotourism important for travelers?**

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Bachelor's thesis

May 2023

Bachelor's Degree Programme in Tourism Management

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**Ecotourism**

**Why ecotourism is important for travelers?**

Jyväskylä: Jamk University of Applied Sciences, May 2023, 48 pages

Bachelor's Degree Programme in Tourism Management. Bachelor's thesis.

Permission for open access publication: Yes

Language of publication: English

### **Abstract**

**This paper was divided into nine chapters, with an introduction provided to give an overview of the study's purpose and structure. The theoretical foundations related to ecotourism and human motivation in the tourism industry were discussed in Chapters 2 and 3. Chapter 4 provided an explanation of the research methodology and questionnaire building, while Chapter 5 discussed the survey method and its limitations. The results of the data collection and ethical considerations were presented in Chapter 6. The results were analyzed in Chapter 7, while Chapters 8 and 9 discussed the implications and conclusion of the study. The research question focused on the importance of ecotourism for travelers, and data was collected using a quantitative research method. Positive and negative impacts of ecotourism on the environment were identified. The importance of responsible ecotourism for the environment, including the customers' point of view, was investigated. Although there was no universally accepted definition for ecotourism and ecotourists, identifying the consumers of this type of tourism was considered crucial for assessing its true impact and sustainability.**

### **Keywords/tags (subjects)**

Ecotourism, Tourism, Industry, Ecotourists, Green Marketing, Destination, Nature-Based Tourism

### **Miscellaneous (Confidential information)**

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# 1 Introduction

Ecotourism and responsible tourism seek to improve the living surroundings of local communities and the overall quality of tourist destinations. To achieve sustainable tourism, it is essential for all stakeholders, such as tourism companies, hotel owners, governments, residents, and visitors, to acknowledge their role and take appropriate measures. Despite extensive discussions on tourism sustainability in both academic and practical spheres, implementing it remains a challenge. For sustainability and responsibility to be effectively implemented in tourism, it is essential to have a comprehensive comprehension of the ways in which a conscientious location executes a plan for sustainability. The impact of the travel industry on the surroundings and local communities has been a contentious issue for many years, as it can have both positive and negative effects. While tourism can stimulate economic growth, create jobs, and foster cultural exchange, it can also result in environmental degradation, social and cultural disruption, and economic inequality.

In recent years, increasing concerns about climate change, biodiversity loss, and social justice have led to heightened scrutiny of the travel industry's impact on the environment. This has prompted research and discussion on how the travel industry can operate in a more sustainable and responsible manner, balancing economic, social, and environmental considerations. Researchers have investigated various aspects of the travel industry, including transportation, accommodations, food and beverage, activities, and attractions, to identify their environmental impacts and potential solutions. Studies have looked at energy and water usage, waste management, greenhouse gas emissions, biodiversity conservation, cultural heritage preservation, and community engagement. The discourse regarding the interconnection between the travel sector and the environment is fuelled by the acknowledgment that the industry can have both advantageous and detrimental consequences on the environment. It is imperative to adopt sustainable and responsible methods to diminish negative outcomes and maximize benefits for the environment and local communities. The conversation gained traction in the 1970s when George Young contended that the influences of the travel industry are a double-edged sword. (Young, 1973)

The vision of a more capable type of the travel industry was quite talked about during the 1980s and turned into a significant component inside the then arising idea of maintainable the travel industry (Krippendorf, 1987).

Jim Butcher (2003) argues that the increasing demand for ethical tourism use is influenced by a breakdown in perceived options compared to capitalism and a growing rejection of traditional politics based on social class and ideologies. The author argues that the current situation encourages people to focus on their personal actions in their ordinary lives to articulate their convictions and desire for collective change. This is referred to as 'lifestyle politics', which may have an impact on the ground. However, the author also recognizes that this approach, which emphasizes individual consumption and behaviour rather than collective action and production, has limitations and weaknesses as a political strategy. (Butcher, 2003).

In the latter part of the 1980s, ecotourism gained prominence owing to its perceived advantages for the social, cultural, and environmental systems. In the 1990s, it experienced a surge in popularity worldwide, attracting the attention of tourists, developers, and researchers in the tourism industry. (Fennell, 2008).

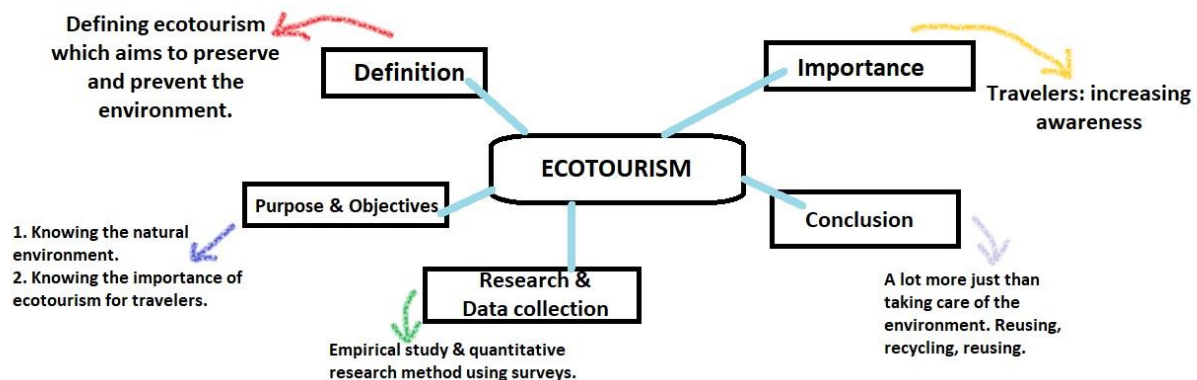


Figure 1. Ecotourism Mind Mapping (Source: created by author)

### Choice of research topic

The researcher's interest is in writing a thesis on ecotourism, which aims to reduce tourism's impact on the environment by bringing together communities, conservation, and sustainable development through travel. The structure of the thesis will be discussed later.

## 1.1 Structure of thesis

The thesis has 9 chapters as follows:

1. Introduction
2. Theoretical Background
3. Ecotourism and Environment
4. Methodology
5. Data collection
6. Analysis of the results
7. Results
8. Discussion
9. Conclusion

### Research outline

This paper has nine chapters, beginning with the introduction in Chapter 1. The fact that each section covers a specific topic is an important aspect of this research. By providing an introduction and outline for the entire thesis, the first chapter plans to begin the reader to the concept, purpose, and structure of this study. In Chapters 2 and 3, the theoretical foundations of the issues analysed in this study are laid out. These foundations are based on research that is related to the purpose of this study. This raises the issue of how ecotourists are identified and sheds light on the concept of ecotourism, ecotourists as well as green tourism marketing. It discusses the significance of studying human motivation in the tourism industry and the human motivation phenomenon. The Chapter 4 provides an explanation of the research methodology, advantages, and disadvantages as well as the questionnaire building. Chapter 5 takes us through the survey method, its validity and reliability as well as its limitations. In chapter 6, I talked about the results of the data collection, its analysis and given an insight of the ethical considerations to be taken. In Chapter 7 I have analysed the results collected. Chapters 8 and 9 walks you through the discussion and the conclusion part of the thesis respectively.

The research also aims as answering the following research question: **Research question: Why is ecotourism important for travelers?**

## 2 Ecotourism as a concept

### 2.1 Definition and principles of Ecotourism

**Definition:** Ecotourism is a model of tourism that emphasizes education and admiration for the natural surroundings and its cultural significance. It is operated based on the most effective methods to attain ecological and social sustainability, in addition to financial feasibility. (Weaver, 2008)

The International Ecotourism Society defines ecotourism as a form of tourism that is conscientious and contributes to the well-being of the local community while preserving the environment. The primary objective of ecotourism is to minimize the adverse effects of tourism on the natural surroundings. The focus should be on bringing communities, conservation, and sustainable development together through travel. (Bricker, 2017)

Weaver (2008) asserts that ecotourism became more connected to other types of tourism after the 1980s Nature-based tourism, adventure tourism, wildlife tourism, cultural tourism, culinary tourism, and 3S tourism (sea, sand, and sun) are all interchangeable terms for ecotourism. The ideas of sustainable tourism, ecotourism, and sustainable development are interconnected and share the common goal of managing tourism in a manner that is sustainable in the long run, considering its impact on the environment, society, and economy. Sustainable development is a more comprehensive concept that covers the social, economic, and environmental aspects of development. By promoting sustainable tourism practices, we can guarantee that tourism remains a positive force for economic growth and development while also protecting the natural and cultural resources that make tourism possible.

Ecotourism has certain regulations that individuals participating in it must adhere to. These standards are beneficial for the global community, especially in light of the worsening climate conditions. The following are some of the benefits of ecotourism:

Ecotourism is a form of responsible tourism that focuses on preserving pristine and untouched natural habitats. By encouraging tourists to appreciate the beauty of the environment and its cultural context, ecotourism promotes social and environmental awareness. It fosters positive experiences for both tourists and local communities by promoting interactions and cultural exchange.



Moreover, it helps to limit the negative impact of the travel industry on the climate by adhering to sustainable tourism practices. Ecotourism also provides employment and economic opportunities for local people, which can lead to enhanced socio-economic development in the region. Finally, ecotourism encourages conservation efforts by providing economic incentives for preserving natural habitats. According to Higgins Desbiolles' review in 2010, a significant concern in the current discourse on the tourism industry is the difficulty in achieving sustainability, particularly in the sustainable management of natural resources. In spite of the fact that she argues that the sustainability idea isn't satisfactory, the talk she alludes to really identifies with the low use of manageability standards in the travel industry, which remains alarmingly unreasonable. (Higgins-Desbiolles, 2010)

The tourism industry has been known to commercialize certain destinations to fit industry standards, leading to environmental degradation and negatively affecting their natural beauty. However, ecotourism has emerged as a positive alternative, benefiting travelers, professionals, and the world by promoting sustainable practices and a healthier environment. Ecotourism provides professionals with a unique perspective and the chance to contribute towards creating a healthier world.

According to Fennell (2002), there are over 85 different definitions of ecotourism. Although there is much debate surrounding its definition, the majority of researchers agree that ecotourism is closely associated with natural areas, conservation, cultural references, local benefits, education, sustainability, etc.

**Principles of Ecotourism:** Numerous researchers have provided a variety of ecotourism principles to the educated. The majority of authors provide their own list, but some do not and instead focus only on statements that can be considered principles.

Raju (2009) suggests that ecotourism must be mindful of both ecological and social factors. A survey of ecotourism principles suggested by multiple authors in the academic literature reveals that the following principles are generally included in the list of ecotourism principles:

- In ecotourism, resources should be used in a way that respects the host cultures as much as possible while minimizing negative effects on the environment and local population.
- It should increase tourists' awareness of and knowledge of the region's cultural and natural systems.
- It should be beneficial to the local communities economically and in other that does not disrupt the traditional methods.
- It ought to construct recreational facilities for both local communities and visitors from abroad.

To reduce the adverse effects on the environment, ecotourism ought to create and implement frameworks for monitoring, evaluating, and managing tourism impacts. Additionally, ecotourism should devise dependable approaches for environmental accountability. (Wearing & Neil, 1999).

## **2.2 Who are ecotourists?**

According to the research, ecotourists are people who select trips and participate in them in a manner that exemplifies the principles of ecotourism through their preferences, actions, and choices. According to Pearce (1998), tourists' motivation plays a significant role in determining their choices, which in turn affects the characteristics of ecotourism. Therefore, ecotourists are tourists whose travel plans are motivated by ecotourism principles.

It is necessary to define ecotourists for both scientific and commercial reasons. The better a subject's definition, the more accurately it can be studied. Over the years, the term has been defined in a number of different ways. However, the definitions of ecotourists are typically discussed in relation to the definitions of ecotourism. (Perera, Vlosky & Sampath, 2012)

There is a divergence among researchers in defining ecotourism and ecotourists. Academics often criticize ecotourists' motivation and behaviour, claiming that they are not sustainable and do not care about the environment. However, despite the lack of a clear definition, researchers agree that ecotourism's principles provide a sustainable foundation for this type of tourism. Ecotourists are those who follow these principles during their travels, and their actions, preferences, and choices should align with them. Tourists' motivation plays a crucial role in their decision-making and is a factor that drives them to make a particular choice. To be considered ecotourists, both

their motivation to travel and their behaviour during the trip should be guided by ecotourism principles.

### 2.3 The connection of ecotourism to other tourism concepts

**Tourism is centered on natural environments, as it pertains to ecotourism:** Figure 2 illustrates the key components of nature-based tourism as an example, highlighting the differentiation between ecotourism and nature-based tourism. Fennell (1999) contends that ecotourism falls within the purview of nature-based tourism. However, there exist other nature-based tourism categories, including 3S tourism, sports tourism, extractive tourism, and captive tourism, that do not necessarily prioritize education or sustainable management, unlike ecotourism (Weaver, 2008).

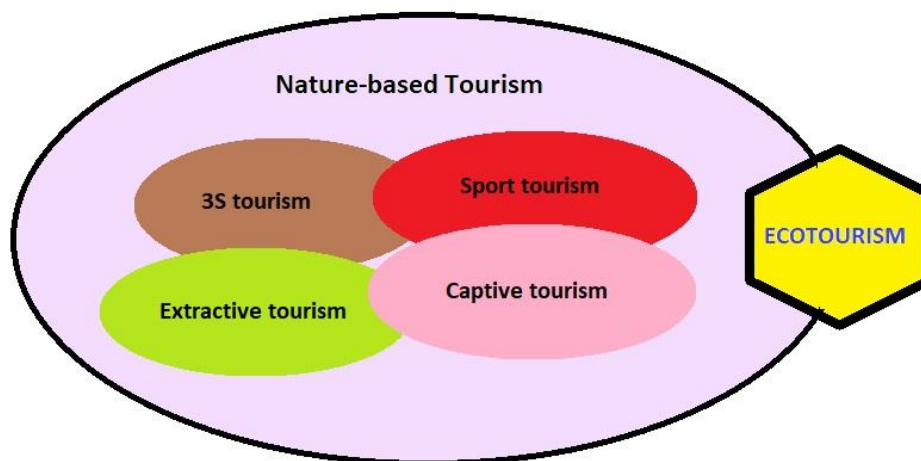


Figure 2: Ecotourism and Nature-based tourism concept from Weaver (2008) and Fennell (1999)

#### Cultural tourism in relation to ecotourism

Cultural themes, locations, and architectures serve as the basis for cultural tourism. In this type of tourism, the heritage sculptures' art and architecture are of interest to tourists. Cultural tourism is distinct from ecotourism because they do not care about the local flora and fauna and frequently ignore them. Weaver (2008) says that while ecotourism places a secondary emphasis on cultural products, cultural tourism places a primary emphasis on them. As a result, cultural tourism and ecotourism form a set that coincides but places different emphasis on different focus products.

## 2.4 Ecotourism concerns and Green marketing

**Green Marketing Concept:** Ecotourism has grown in importance over the past few years for simple reasons. In order to meet the never-ending demands of the world, humanity is dependent on a limited supply of resources, tourism is one among them. However, it is essential to ascertain whether these aspirations are realistic or attainable. In market societies where people have the freedom to choose, both businesses and individuals have the right to have their needs met. The concept of Green marketing eventually focuses on how to meet the needs of customers and reach the selling company's goals. Green marketing is a rapidly developing field of research in tourism marketing. It started because more and more people were exposed to the media, which made it harder for businesses to act in an environmentally friendly way.

Panni (2006) asserts that individuals who possess greater awareness and understanding of social and environmental issues are more inclined to engage in actions that promote the welfare of society and the environment. The research carried out by Dunlap and Van Liere in 1978 was significant in that it highlighted the fact that environmental issues are a universal concern that has an impact on people's intentions to act.

Crosby, Gill, and Taylor (1981) propose that environmentally friendly concern involves a resolute commitment to protecting the environment. Seguin, Pelletier, and Hunsley (1998) suggest that the new environmental paradigm has traditionally viewed environmental concern as a single-dimensional concept that spans from low levels of concern for the environment to high levels of concern, can significantly influence people's motivation to alter their behaviour to address the problem. A number of studies (Grunert, 1993) indicate that environmental concerns play a significant role in selecting organic and green foods.

Many studies have examined the connection between environmental attitudes and actions, particularly in relation to green consumer behaviour. Directly related to environmental concern, the decision to make environmentally friendly purchases is influenced. For example, Kassarian (1971) conducted a study that examined consumers' attitudes towards a gasoline that reduces air pollution. Similarly, other studies have utilized consumer attitudes to anticipate energy conservation, as well as the purchase and use of environmentally friendly products (Mostafa, 2009). He discovered that the attitudes of customers were the most influential factor in how they acted toward the

product. Mostafa (2009) asserts that consumers' attitudes and levels of environmental concern have a significant impact on their intentions to purchase green products.

For consumers to become environmentally and socially responsible, there must also be sufficient product availability and businesses that are environmentally and socially responsible. In contrast, it is essential to keep in mind that environmental claims need to be accurate in order to entice customers to purchase environmentally friendly goods. Panni (2006) have recently demonstrated that consumers are more likely to engage in environmentally and socially responsible behaviour if eco-friendly products are readily available. However, consumers typically become aware of this information regarding organic and green food as soon as it becomes available. According to a number of studies, having a strong belief in the safety of products is a big part of making environmentally friendly purchases. To engage a considerable number of customers in environmentally-friendly purchasing, it is essential to conduct a substantial promotional campaign for these goods, emphasizing their health benefits and safety aspects. Additionally, Panni stated that consumers are concerned about the various adulteration practices that unethical marketers engage in (Panni, 2006).

Polonsky and Rosenberger (2001) state that the increased pressure from environmental groups and regulatory bodies has led to a shift from purely environmental marketing strategies to genuine efforts towards developing sustainable marketing plans and behaving in an eco-friendly way over time. This shift has been indirect, but the result of the pressure exerted on businesses to prioritize environmental sustainability.

### **3 Impacts of ecotourism**

Advocates of ecotourism as well as tourism industry representatives argue that ecotourism has significantly contributed to promoting economic, social, and cultural advancement in nearby communities by preserving and promoting protected areas. According to Buckley (2008), ecotourism is widely acknowledged for its favorable environmental effects. Eco-tourists enjoy experiencing the local culture, natural environment, and advancements and also like to support the local communities during their stay.

According to ecotourism operators and other tourism advocates, ecotourism always generates positive outcomes and helps preserve the destination. The tourism industry of a location thrives in protected areas. (Buckley, 2008)

This part of the research examines the probable and essential impact of ecotourism on the environment of the location. For the sake of their socioeconomic development, humans consume a significant number of natural resources each year. The human population uses up or pollutes the natural resources on the planet. Human survival requires oxygen-rich air, viable biological diversity, and drinkable water.

Buckley (2008) states that natural ecosystems are the primary sources for all of the world's resources. Meeting basic human needs often requires consuming a significant portion of these natural resources. To meet their socioeconomic needs and goals, humanity engages in industrialization and urbanization in addition to modernization, both of which require a significant number of resources. These activities are reducing the amount of natural wilderness.

Natural resources must be safeguarded for environmental development and a sustainable planet. Numerous theories have been put forth regarding the significance of ecotourism in preserving landscape and its assets. The literature has provided a summary of the effects of ecotourism (Buckley, 2008). In this section, some of the most significant environmental effects from a large number are discussed.

### **3.1 Tourist's travel motivation**

Solomon (2004) explains that motivation is an internal drive that compels individuals to take actions that fulfill their needs or desires. He suggests that motivation is the primary force behind human behavior, and it can be influenced. Therefore, motivation is considered a "push factor" that stimulates and directs human actions. The study of human motivation is significant and intriguing, and various researchers have explored its definition and perspectives. The term motivation typically refers to the driving force behind specific decisions and actions.

According to Pearce (1998), travel choices and experiences are influenced by both biological and cultural factors. Recently, there has been a focus on environmental issues and the impact of climate change, leading to a trend towards sustainability. This has resulted in businesses promoting "green tourism" to address concerns for the environment. The environment and social quality of life have been drastically affected by the negative consequences of technological and industrial progress, leading to problems such as resource depletion, pollution, climate change, and others. Nevertheless, people, companies, and governments have made attempts to tackle these concerns. The use of environmentally sustainable products like fair trade coffee, solar panels, and green energy vehicles is now a source of pride. Enterprises use techniques such as eco-labeling, environmental education initiatives, eco-friendly certifications, recycling, and new regulations to promote eco-friendly goods. (Pearce, 1998)

Motivation changes over time due to the influence of human needs. Maslow's hierarchy of needs comprises five levels: physiological needs, safety and security needs, social needs, self-actualization or fulfilment needs, and personal interests. People do not concern themselves with their higher needs even when their basic needs are not met. However, once the fundamental requirements have been met, the higher-level requirements follow. Human motivation follows the same logic (Hall & Page, 2014).

According to Hall and Page (2014), numerous insights can be gained by comprehending the reasons tourists engage in recreational activities. However, they also stress the importance of comprehending not only the factors that may prevent people from participating in tourism-related activities but also the reasons why people do so.

### 3.2 Positive impact of ecotourism on destination

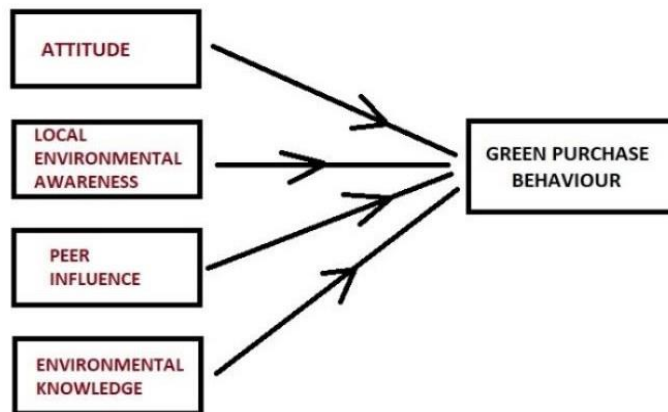


Figure 3: Conceptual Framework of Green Purchase Behaviour, Source: Sarumathi (2014:780)

In the early days of ecotourism, the focus was primarily on generating profit for tour operators, rather than preserving the natural environment. This often led to a negative impact on the environment, such as the destruction of habitats, pollution, and disturbance of wildlife. However, as the concept of ecotourism has evolved, there has been a growing emphasis on sustainability and responsible tourism practices that prioritize the protection and conservation of the environment. The aim of ecotourism is to promote conservation and to provide economic benefits to the local communities while minimizing negative environmental impacts. Ecotourism can create economic opportunities for local communities and can help to raise awareness about the importance of conservation. When ecotourism is done properly, it can have a positive impact on the environment of the destination. Ecotourism activities, such as birdwatching, hiking, and wildlife viewing, can help to create awareness and appreciation for the natural world. Ecotourism also provides economic incentives for the conservation of natural areas, as local communities see the value in preserving the environment for future generations. However, it is important to note that not all forms of tourism labelled as "ecotourism" are truly sustainable or environmentally friendly. It is essential to carefully evaluate tourism activities and operators to ensure they are truly aligned with the principles of ecotourism.

However, this approach changed as local organizations, communities, and government agencies became involved in establishing and operating ecotourism at the destination. This involvement led



to the development of sustainable practices and increased awareness. However, it is still unclear whether this strategy is effective. Cole (2004) argues that tourists, local communities, and corporations must pay attention to their behaviour and resource use to preserve the destination for future use.

Travel is a crucial factor in the growth of the tourism industry worldwide, as it leads to increased spending on various goods and services, thus contributing to the local economy. Technological advancements have made traveling easier and faster, utilizing various modes of transportation for both local and international travel. However, the impact of transportation on the environment cannot be ignored, particularly in the case of ecotourism. Ecotourists must consider the environmental impact of transportation when selecting sustainable options to minimize energy consumption and pollution. Therefore, prioritizing sustainable transportation options is crucial to promote sustainable tourism.

### **3.3 Hiking and Camping: impact of ecotourism on destination**

Cole (2004) explains the various ways ecotourism affects the environment. A location undergoes a number of transformations prior to becoming a popular tourist destination. The development of physical infrastructure has a significant impact on the environment of the destination. Adventure sports like biking, camping, and hiking are the primary pursuits of eco-tourists. According to Cole (2004), all of these activities utilize natural resources for recreation and are connected to nature. Utilization of natural resources has a rapid impact, whereas resource recovery takes longer. Subsequently, to prevent climbing and setting up camp from hurting the common habitat, executing a feasible administration strategy is basic. (Cole, 2004)

Many studies suggest that increased soil saturation results in greater damage to trails and vegetation caused by hikers carrying heavy loads and horses. Cole (2004) says that such damages take longer to fix, and if the trails are used a lot, it's almost impossible to fix them in a predetermined amount of time, which clearly affects the ecology of the destination.

### 3.4 Ecotourism: key issues

The management aspect of ecotourism needs to pay more attention to the number of visitors, the time of year, and the use of the destination in order to protect the environment. The practice of using a destination for tourist activities that do not significantly harm the environment is referred to as ecotourism. In addition, entertaining activities also play a role in causing environmental changes. (Kanetkar, 2015)

The construction of physical infrastructure can have a significant impact on the environment of a destination. Infrastructure such as roads, airports, and hotels can lead to deforestation, habitat loss, soil erosion, and increased pollution. For example, the construction of roads and other transportation infrastructure can lead to habitat fragmentation, which can have a negative impact on wildlife populations. The creation of new buildings and developments can result in the destruction of natural habitats, and the loss of biodiversity.

Furthermore, infrastructure construction can also contribute to increased pollution and waste. Construction sites may generate large amounts of waste, including construction materials and debris. The use of heavy machinery and equipment can also generate noise pollution and air pollution, which can have negative impacts on human health as well as the environment. To minimize the negative impacts of infrastructure construction on the environment, it is important to incorporate sustainability considerations into the planning and design process. This can include measures such as minimizing the size of the development, choosing materials and construction methods that are environmentally friendly, and designing buildings and infrastructure to be energy-efficient and minimize waste.

In addition, it is important to involve local communities and stakeholders in the planning process to ensure that their perspectives and concerns are taken into account. This can help to ensure that infrastructure development is done in a way that is socially and environmentally responsible, and that benefits the local community as well as the environment.

The majority of ecotourism and nature-based initiatives can appropriately target five key conservation benefits. They are:

1. Source of financing conservations
2. Park protection justification
3. Alternatives for the locals to reduce the misuse of resource as well as preservation area exploitation.
4. Building communities that support preservation.
5. A catalyst for private preservation initiatives

### 3.5 Demographic variables impacting ecotourist buying behaviour

**Age:** Afzal Ali (2012) found that age is a significant factor in eco-friendly product purchasing. Specifically, individuals aged 25 to 30 are more likely to purchase eco-friendly products than those aged 20 to 24.

According to Arminda M. Finisterra, young individuals aged 18 to 34 have negative behaviours towards environmental practices, such as purchasing eco-friendly products, conserving resources, and paying more for environmentally friendly options, even though they are aware of the issue. (Arminda M. Finisterra, 2010).

**Income:** Individuals with higher incomes tend to have a degree of environmental consciousness, particularly in regard to recycling, acknowledging the economic effects, and preserving resources. Customers with and without wealth differed significantly in the frequency with which they purchase eco-friendly food, according to the researchers. Green food is definitely purchased more frequently by those who have money than by those who do not, and they are also more likely to agree that green products are good for the environment and of high quality. Arminda M. Finisterra (2010) found that respondents whose monthly salaries ranged from 500 to 1000 euros engaged in negative behaviours related to the aforementioned environmental characteristics.

**Education:** A study by Morel (2012) found that people with more education were more likely to buy green products but had less faith in green advertising efforts. Customers with advanced degrees are more likely to make environmentally friendly purchases and have a more positive outlook on the environment. (Morel, 2012)

**Occupation:** Arminda M. Finisterra (2010) says that service, sales, and administrative workers, as well as students, think and act very negatively about the characteristics of the environment. It was discovered that consumers of all ages, income levels, occupations, and qualifications have distinct requirements in terms of environmentally friendly products. Based on research articles worldwide, there is no comprehensive study yet that explores the association between occupation and eco-friendly buying behaviour, even though information about respondents' occupations has been gathered by researchers.

## 4 Methodology

### 4.1 Research method

In this research paper, I have used the quantitative research method which allowed for a comprehensive examination of the topic by collecting data through a survey. When a study requires a large number of participants, a quantitative approach is typically used. The goal of this study is to examine the motivations of ecotourists. Consequently, in order to complete the study and produce representative results, a large sample size is required. The quantitative approach's goal is to make it easier to conduct statistical, mathematical, or numerical analyses of survey or questionnaire data. The quantitative approach makes it possible to process a large amount of information in a short amount of time because it focuses on the quantification and analysis of data using software. (Harwell, 2011).

Quantitative research is a method of gathering numerical data to test hypotheses and establish relationships between variables. To facilitate measurement and analysis, close-ended questions such as Likert scales or multiple-choice questions are commonly used in a quantitative approach. This enables the examination of the motivations of ecotourists in a more straightforward manner. Quantitative research requires a large sample size to ensure that the results are representative of a larger population. This method of research is excellent for answering questions such as what, who, and when, but not well-suited for answering how and why questions. Compared to qualitative research, quantitative research is easier to analyze. (Ghauri & Grønhaug, 2005)

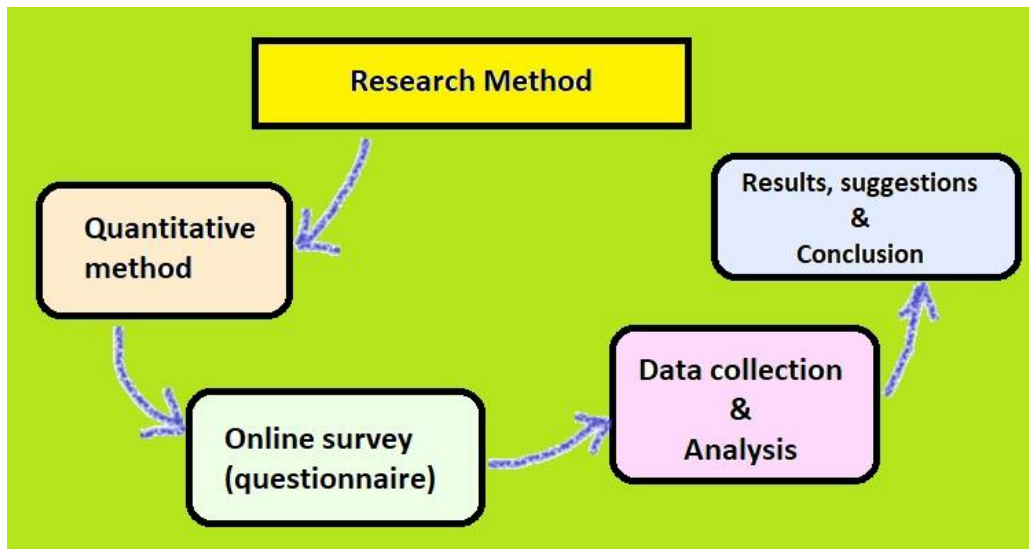


Figure 4: Research Method (Source: created by author)

In this study, a quantitative approach was chosen to analyze a large sample of data collected through an online survey. This approach allows for statistical analysis and the creation of figures to present the findings. The online survey was used as it is a good way to study behavior, attitudes, motives, preferences, and opinions of a large number of people worldwide. This method is effective and allows respondents to complete the questionnaire at any time without requiring interactions with the researcher. Additionally, people tend to answer questions more honestly in online surveys.

#### 4.2 Advantages & Disadvantages of online survey method

**Advantages:** Online surveys have several benefits as a data collection method, including their ease of administration, convenience for participants, and low cost. They also allow for automation in data management and provide the flexibility to include various types of questions, including both open-ended and closed-ended.

**Disadvantages:** One of the disadvantages of using online surveys as a method of data collection is the inability to reach challenging populations, such as those without internet access or those who are not proficient in using technology. Additionally, online surveys are susceptible to survey fraud, untruthful responses, and wrong interpretation of the questions. Finally, online surveys are limited

by the pre-determined list of responses, which may not accurately capture the true sentiments of respondents.

### **4.3 Questionnaire building**

Email, phone and social media are the ways the questionnaire is completed. The questionnaire is structured to include various sections, such as background information, general opinions and perceptions about ecotourism, among other topics. The questions are written in clear and concise language to ensure easy comprehension by participants. The survey comprises 12 questions, with the initial few aimed at gathering demographic information to understand the respondents and group them into distinct categories. The level of awareness of general ecotourism values is examined in the following section. The necessity of green tourism is the subject of the subsequent questions.

**Appendix 1 includes a sample questionnaire that is being used for the thesis.**

## **5 Data collection**

Data collection refers to the systematic process of gathering, measuring, and analyzing accurate information through established research methods. This stage is crucial in any research field and involves different methods based on the type of information needed. The main goal of data collection is to obtain high-quality and dependable data that can be statistically analyzed, enabling data-driven decisions for research purposes. In my research, I conducted a survey to gather information from respondents. (Bhattacharjee, 2012)

Jinyang and Jian (2015) suggest that because there is no universally accepted definition of ecotourism or eco-tourists, the best way to identify individuals who belong to the target group is through a respondent-based approach. This approach enables individuals to self-identify as either ecotourists or non-ecotourists. As a result, members of ecotourism-related online communities have been asked to complete the survey to determine whether or not they identify as ecotourists. This method makes it possible to quickly locate respondents and helps to prevent disagreements regarding the representativeness of the respondents. (Jinyang & Jian, 2015)

A large number of respondents is also required to obtain comprehensive and representative results when investigating the motives of tourists. According to Asghar (2014), an online survey's response rate is typically lower than the researcher anticipated. The number of participants in this study was not limited. The questionnaire could be completed by any respondents who agreed to participate in the study and identified as ecotourists. As a result, this study included sixty ecotourists for a month. The 19 respondents completed the questionnaire on their own and without any kind of pressure. Any participant may choose not to complete the survey at any time.

## **5.1 Online survey method**

To investigate the motivation of ecotourists, primary data collection was necessary. Baggio and Klobas (2011) define primary data as information gathered directly from the original or primary source by researchers, utilizing techniques such as direct observation, questionnaire surveys (administered online, printed, by phone or computer), interviews, and case studies. In this research, primary data was collected through an online survey.

An online survey in English was used in this study, which was created using SurveyMonkey survey creator. After the completion of the questionnaire, the system automatically generated a link to the website. The purpose of the survey was to collect data to answer the research questions, and the questionnaire's design was based on the literature review. Multiple-choice questions were used in the questionnaire to make it easy for the respondents to answer. However, if they were not satisfied with the suggested answers, they could provide their own alternative in the "other" field. The researcher can easily convert the specific answers to quantitative data by counting the responses. This automated online survey creation service (SurveyMonkey survey creator) speeds up the data analysis process. (Rajasekar, 2013)

The questionnaire also included some open-ended and semi-open-ended questions. To improve the dependability of the outcomes, open-ended questions were incorporated in the survey, allowing respondents to express their ideas in their own words without being constrained by predetermined options. These questions requested the respondents to elaborate on their interest in ecotourism and provide any additional comments or recommendations for the survey or the research. However, since responding to such questions would necessitate additional time and

effort, respondents were not obligated to answer them in this survey to avoid a drop in the response rate. (Rajasekar, 2013)

The "Tourist's background information" and "Previous trip's characteristics" sections of the questionnaire aim to gather information about ecotourists, their personal characteristics, and their previous ecotourism experiences. This information is used to create a summary of the ecotourists' profiles and to explore if there is any relationship between their personal information and their motivation to engage in ecotourism activities.

The questionnaire's layout is kept as brief and straightforward as possible, avoiding specific terminology and statements with multiple meanings that could be interpreted differently by various respondents. Before moving on to more difficult questions, the survey started with questions that were easy to answer.

## **5.2 Validity and reliability**

Joppe (2000) defines validity as the extent to which a study's results accurately reflect its intended objectives. Validity refers to the state of being true or accurate. Thus, in research, the term "validity" pertains to the truthfulness or accuracy of the study or its findings. The concept of validity is relevant throughout the research process. (Joppe, 2000)

The degree to which study results remain consistent over time and accurately represent the entire population is known as reliability. To put it another way, a study's findings are deemed reliable if they hold up under a similar method (Joppe, 2000) or if other researchers have made similar observations.

The study's results are largely reliant on the data gathered from the questionnaire responses. Therefore, the reliability and validity of the study's findings depend on the accuracy and consistency of the participants' responses to the questionnaire. The collected data, which were clearly related to the research question, were derived from the participants' perceptions, experiences, opinions, and suggestions.



### **5.3 Limitations of the survey method**

Limitations of the study primarily stem from the chosen method, which is an online survey. The study excludes individuals who do not have internet access or are not members of specific online communities. This limits the sample size and makes it difficult to include a diverse group of participants. Public access computers could be used to solve this problem, but there is no guarantee that individuals will not complete the survey multiple times from different computers.

Two additional issues are the literacy rate of the population and its English proficiency. Because there was a limited amount of space for this study, English was selected as the language for the survey. People who did not speak English or had only a basic understanding of it were unable to participate in the study, despite the fact that the questionnaire was written in a way that made it easy to understand without using specific terms.

The next restriction is the design and type of the questions. Since the majority of the survey's questions were multiple-choice, respondents were obligated to select one of the author's few options. In addition, individuals may respond based on their own interpretation of the questions when reading them, misinterpreting their meanings.

The final limitation under consideration is the inability to increase the number of respondents. It is impossible to compel people to participate in research through online surveys. Although the target audience of the study belonged to the ecotourism online community, a significant number of potential respondents declined to participate in the study or did not identify themselves as ecotourists. As a result, the study had a relatively small sample size.

## **6 Results**

Through the use of data collection tools, the study gathered a lot of information. Both the search problem and the study's findings, which demonstrated ecotourism's numerous negative effects on the environment and management flaws, have been clarified, thanks to the collected data. I was able to collect vital and extensive data that helped to better comprehend the current state of ecotourism and its effects on the environment by examining three distinct points of view on the

same research topic. In order to accurately depict the environmental impact of ecotourism, each of the data was evaluated independently prior to a correlation of the analyses.

This study aims to explore how ecotourism affects the environment at the destination. Ecotourism can have positive and negative consequences that can be divided into two main categories. Positive effects are seen as benefits for the destination, including the preservation of the natural environment and the social, cultural, and economic growth of local communities. Negative effects are associated with harm to local culture, natural resources, and development caused by ecotourism.

The questionnaire was divided into 4 parts, namely:

### **Part 1 – Background information**

The first three questions in the survey aimed to collect demographic information about the respondents. This section of the survey included questions related to gender, age, and education level. The purpose of including such questions was to obtain quantifiable data to better understand and analyse the statistics about the participants in the study.

### **Part 2 – Travel history (Previous trips characterized)**

Questions 4-7 centred around the travel history of the participants. It analysed the data relevant to how environmentally friendly trips the consumers take and what sort of environmentally friendly activities do they take up.

### **Part 3 – Knowledge about Ecotourism**

Question 8-9 are open ended questions. They mostly centred around the definition of ecotourism and its importance.

### **Part 4 – Motivation for ecotourism**

Questions 10-12 answered the motivation for ecotourism in tourists. It answered the questions regarding their ecotour participation, expectations before booking a trip, importance of ecotourism in future, etc.

## **7 Analysis of the Results**

Because communication is a crucial step in the development of a positive behaviour toward the consumption patterns of consumers, a major factor in the commercial failure of environmentally sustainable products is a lack of communication. Analyzing the results of the survey conducted as soon as the data was collected. The background information on the respondent was first looked at. To develop a comprehensive profile of self-identified ecotourists participating in the study, demographic information such as age, gender, country of residence, and level of education were collected and analyzed. Additionally, data on the details of their previous ecotourism experiences were gathered, including the number of trips taken, the length of the tours, the size of their travel group, the distance traveled to the destination, and the mode of transportation used.

Data analysis plays a crucial role in determining effective solutions in a research study. A thorough examination of the data collected is necessary to draw appropriate conclusions.

For research to be credible and reliable, it is essential to ensure the validity and dependability of the data analysis process. To achieve this, ethical considerations should be incorporated into both data collection and analysis stages. This helps protect participants' privacy and ensures that their personal information is not misused by unauthorized parties. Adhering to ethical considerations is an essential aspect of preserving the accuracy and trustworthiness of the research. None of the participants were subjected to any kind of pressure to participate in the research, nor were they offered any kind of reward for doing so. There were twenty questions in total, and the survey took between three and five minutes to complete. (Kumar, 2019).

### **7.1 Background information**

The results of the study with the help of survey are as follows:

Table 1: Age group

Age Group	Frequency	Percent
Under 19	10	10%
20-30	70	70%
31-40	20	20%
Over 41	0	0

Table 1 shows that respondents from 20 to 30 years old accounted for the most significant proportion 70% of all respondents. The respondents from age of 31 to 40 years old followed by 20%, while the number of participants from age group of under 19 years old were a smaller number, only 10%. There were no respondents above the age of 41.

Table 2: Gender

Gender	Frequency	Percent
Female	60	60%
Male	40	40%
Not prefer to say	0	0

According to Table 2, there is a comparatively good balance between Male and Female respondents. There were 40 males, out of 100 respondents and accounting for 40% of the entire sample. 60 females participated in this survey which accounts for 60% of the entire sample. There were no participants from 'Not prefer to say'.

Table 3: Education

Education	Frequency	Percent
High school	10	10%
Undergraduate	70	70%
Graduate	20	20%
Other	0	0

Table 3 reveals that the major percentage 70% on sample were undergraduate respondents, followed by graduate respondents reporting for about 20%. The next category of respondents holding the third position with 10% were participants with High school Education.

## 7.2 Travel history

Table 4: How many times a year do you go on trip?

How many times a year do you go on trip?	Frequency	Percent
None	20	20%
1-2	80	80%
3-4	0	0
5+	0	0

According to Table 4, 80% of the total respondents made a yearly trip of around 1 to 2 times, rest 20% percent do not have any trips.

Table 5: Who do you usually travel with on your holidays?

Who do you usually travel with on your holidays?	Frequency	Percent
Family	80	90%
Friends	20	40%
Alone	0	0
Organized groups	0	0

According to Table 5, 80% of the total respondents usually travels with their families for holidays and the rest 20% travelled with friends. This was a multiple-choice question as well.

Table 6: What proportion of your holiday is spent in contact with the nature?

What proportion of your holiday is spent in contact with nature?	Frequency	Percent
None	10	10%
Some of it	60	60%
Majority	30	30%
All	0	0

Table 6 demonstrates that the major proportion of 60% on sample spent some of their holidays in the nature, followed by the next group who accounted for about 30% spent majority of their holidays in the nature. The last 10% did not spend any part of their holidays in the nature.

Table 7: How do you usually travel?

How do you usually travel?	Frequency	Percent
Airplane	55	55%
Car	25	25%
Bus	10	10%
Bike	10	10%
Other	0	0%

This was a multiple choice question. The respondents could choose all the means of transportation they used with which they usually travelled. Table 7 shows that the major proportion of 55% of the respondents travelled by airplane. Next highest group for the means of travel was by car which accounted for about 25%, followed by bus and bike both at 10%.

### 7.3 Knowledge about ecotourism

Table 8: What is ecotourism according to you?

What is ecotourism according to you? (Open ended question, 10 answers chosen)
Traveling as a responsible tourist
Tourism blended with nature.
Ecotourism is a type of travel that takes place in tourism destinations such as natural areas, with the goal of preserving the ecosystem and enhancing the welfare of the local communities.
Traveling to nature area
Ecotourism aims to create mutually beneficial experiences for both tourists and the local community. It strives to reduce the negative impact of tourism on the environment while promoting employment and economic opportunities for local people. Additionally, it encourages conservation efforts by providing financial incentives that support the preservation of natural resources
Budget-friendly or more less expensive
I have heard this term for the first time.
Travelling by keeping the environment safe
Being responsible tourist while traveling and help in saving environment
Eco-tourism is a form of tourism that involves traveling to unique and typically endangered natural environments. Its primary purpose is to promote conservation efforts and facilitate wildlife observation while simultaneously providing financial support to the local communities..

Question number 8 and 9 was open ended questions and hence there were many responses received on them. Table 8 and 9 has few of the answers which I have selected from all the responses received on them.

Table 9: Why is ecotourism important?

Why is ecotourism important?
To try and save the environment as much as possible.
It helps preserve nature
Improve well-being of local people, conserve the environment
Respect for local culture and nature
Ecotourism contributes to the preservation of some of the most stunning and fragile environments on the planet, while also promoting a culture of respect for them
I don't know, I have heard this first time.
It protects sensitive environmental location
No idea
For preserving nature
Ecotourism integrates educational programs that focus on environmental and cultural awareness

## 7.4 Motivation for ecotourism

Table 10: I try to participate in eco-tourism because:

I try to participate in ecotourism because (choose the most suitable for you):	Frequency	Percent
I would like to expand my knowledge about the world's surroundings and ecosystem.	20	20%
This type of tourism is less harmful to the environment than all the other kinds of tourism Compared to other forms of tourism, this type of tourism has a lower impact on the environment	30	30%
I am interested in immersing myself in a different culture while minimizing my impact on the environment and the local community.	20	20%
I like to spend time in nature	20	20%
I am looking to connect with individuals who share similar interests	10	10%

According to Table 10, the response with the highest percentage among all participants about why they participate in ecotourism is "Compared to other forms of tourism, this type of tourism has a lower impact on the environment," with approximately 30%. Around 20% of participants chose "I would like to expand my knowledge about the world's surroundings and ecosystem", "I am interested in immersing myself in a different culture while minimizing my impact on the environment and the local community" and "I like to spend time in nature." Only 10% of participants selected "I am looking to connect with individuals who share similar interests".

Table 11: In general, what do you seek the most when on a holiday?

In general, what do you seek the most when on a holiday?	Frequency	Percent
Exploring less crowded locations	40	40%
Contributing to the economic growth of local communities	30	30%
Engaging with indigenous populations	20	20%
Having an authentic experience of unspoiled and distant natural environments	10	10%

Table 11 displays the preferences of participants regarding the most and least appealing aspects of a trip. The majority of respondents, comprising about 40%, selected "Visiting un-crowded destinations" as the most sought-after aspect while planning for a trip, followed by "Supporting economic benefits to local communities," which accounted for about 30% of the respondents. The third most selected option, at approximately 20%, was "Interacting with native people," and "Experiencing remote and unspoiled nature" was the least popular, accounting for only 10% of responses.

Table 12: How important do you think responsible tourism is likely to be in the future?

How important do you think responsible tourism is likely to be in the future?	Frequency	Percent
Very important	60	60%
Important	30	30%
None at all	10	10%



The last question of the survey centred around the fact about how important responsible tourism is for the future. About 60% of the respondents said it was very important for the future, then about 30% said it was important and the rest 10% said it was not at all important.

## **8 Discussion**

In the past, ecotourists' motivations were often inferred based on the behaviour of some travellers, which resulted in subjective conclusions. However, this study aimed to objectively investigate ecotourists' motivations and identify the reasons behind their participation in ecotours and behaviour during the trip. This study has filled a research gap and increased primary data on the reasons why tourists purchase ecotourism products. The findings indicate that ecotourism can have negative consequences on a destination's ecology and environment if waste management is not properly addressed and both visitors and local businesses remain unaware. The proper management of waste was identified as an important concern. The government, local authorities, and tourist attraction managers have a duty to guarantee that sufficient waste management facilities, staff, and procedures are available to tackle the problem. Furthermore, it is crucial to educate all parties involved in the tourism industry about waste management to enhance awareness. The monitoring, regulation, and management of waste are critical to maintaining a healthy environment for the indigenous flora and fauna of the attraction.

The study also highlighted the importance of educating both tourists and locals about sustainable practices and the impacts of their actions on the environment. It was found that the level of awareness and education among ecotourists played a significant role in their decision-making process and behaviour during their trip. The research found that the happiness of ecotourists wasn't just linked to how good their tour was, but also to how their actions affected the environment and local people. As a result, ecotourism providers must create and advertise sustainable practices to guarantee the ongoing success of ecotourism and its beneficial effects on both the environment and local communities.

The findings of this study revealed a variety of positive and negative effects of ecotourism on the local environment. Through concrete collaboration, ecotourism has a positive impact on visitors, communities, operators, and management's awareness of and responsibility for the environment.

While ecotourism can play a positive role in conserving and preserving a destination's environment, it is not a fool proof solution that can completely eradicate the negative impact of visitors on the conserved environment. Even with sustainable practices in place, ecotourism may still have some adverse effects on the environment, such as increased foot traffic, disturbance to local wildlife, and resource depletion. Nonetheless, through responsible and sustainable tourism practices, ecotourism can minimize its negative impact and maximize its benefits to both the environment and local communities. As can be seen from above, the fundamentals of human decision-making and behaviour are explained by motivation, making it an important topic to investigate. In addition, it is essential to keep in mind that motivation fluctuates. Therefore, despite the fact that motivation is an essential criterion for comprehending human behaviour because it is so integral to the decision-making process.

It is crucial to understand the fluctuation of motivation to accurately predict and interpret human behaviour, particularly in the context of ecotourism. Factors such as personal values, environmental concerns, and cultural interests can influence a tourist's motivation to participate in an ecotourism experience, but these factors may change over time or in response to external events, leading to fluctuations in motivation. Continuous monitoring and evaluation of ecotourists' motivations and the effectiveness of marketing and education strategies are necessary to respond to changes in consumer behaviour and ensure the long-term success of ecotourism as a sustainable industry. Conducting research can also assist in pinpointing regions where additional education and awareness initiatives are necessary to promote responsible and sustainable tourism behaviour. Understanding human motivation and behaviour is crucial for designing effective ecotourism programs that positively impact the environment and communities. By considering the fluctuation of motivation and evaluating the effectiveness of strategies, ecotourism can contribute to conservation efforts and benefit local communities while minimizing negative impacts on the environment.

### **Ethical consideration:**

Ethical considerations refer to a set of guidelines that govern the design and procedures of research studies. When collecting data from human participants, it is crucial for scientists and researchers to follow ethical principles to prevent any harm to the participants. Participants must

be informed beforehand that their information will be kept confidential to avoid any misunderstandings. It is important to clarify if the questionnaire is anonymous or not to eliminate any confusion. Human research is frequently conducted to better comprehend real-world events, develop effective treatments, study habits, and enhance quality of life. However, it is crucial to consider both the research topic and methods used to conduct the research from an ethical standpoint. In this scenario (questionnaire), respondents are more likely to provide truthful answers. To mitigate the possibility of causing psychological harm, it is essential to prevent any discrimination based on characteristics such as age, gender, ethnicity, or other factors.

The respondents completed the questionnaire on their own initiative and were not subjected to any pressure. All participants had the option of declining to complete the survey at any time, and they could request that their responses be withheld at any time during the study. This refers to the details about the topic and the domain under investigation, as well as its purpose and importance, was provided to respondents in order to familiarize them with the research they are participating in. Participants were informed at the start of the questionnaire that any and all information they provided would only be used for research purposes and would be deleted after the study was finished. The respondents were aware that they could send an email to the researcher with questions, comments, and criticism.

## **9 Conclusion**

Bramwell et al. (2008) and Goodwin and Francis (2003) have conducted studies on these issues. Enabling responsible behavior in the tourism industry involves addressing important questions, such as whether environmental concerns lead to more responsible conduct and which sustainable policies and measures promote greater responsibility. (Bramwell et al., 2008; Goodwin and Francis, 2003)

My research aimed to collect data on responsible ecotourism and its significance for the environment. I also conducted a survey to gather customers' perspectives on this topic. As there is no universally accepted definition of ecotourism and eco-tourists, it is vital to identify the individuals who participate in this type of tourism to assess its actual effects on the ecological, cultural, and social surroundings and to establish its sustainability. (Fennell, 2008)

The methods, tools, and techniques discussed above can be utilized to develop an effective action plan for conducting a thorough research study. To ensure the authenticity and reliability of the information gathered, appropriate methods have been employed in line with the research question. The use of positivism research philosophy and exploratory research design has been emphasized as being critical to the successful completion of this study. Additionally, a deductive research methodology has been used due to its support for quantitative data analysis. While businesses can have a significant influence on the environment, they should not bear complete responsibility for it.

This study aimed to investigate whether the motivations of ecotourists align with the guiding principles of ecotourism. The study also examined tourists' reasons for participating in ecotrips and their behavior during these tours. The results showed that ecotourists generally choose to participate in ecotours based on their own personal interests and travel for personal reasons. While ecotourism principles are viewed as important aspects of the industry by travelers, they did not report being motivated to participate in ecotrips based on these principles.

The majority of the reasons why tourists behave in a certain way while on vacation are also personal. However, there is a subset of ecotourists whose conduct reflects ecotourism's guiding principles. Additionally, the proportion of ecotourists whose motivation aligns with ecotourism principles is dependent on. In conclusion, the majority of ecotourists' decisions to participate in ecotours and conduct themselves while on the trip are driven by personal reasons. One can infer that the motivations of self-identified ecotourists often coincide with the principles of ecotourism, even though the respondents in this research were not familiar with the theoretical principles of ecotourism before participating. This suggests that these ecotourists prioritize sustainability and environmentally friendly standards for their travel experiences.

The use of a respondent-based method to identify ecotourists should be questioned because only a minority (20-25%) of those who self-identify as ecotourists actually demonstrate a clear alignment with the principles of ecotourism. Therefore, it may not be accurate to define ecotourists solely based on self-identification.

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## Appendices

### Appendix 1 - Questionnaire Sample

#### Part 1 – Background information

1. Age group
  - Under 19
  - 20-30
  - 31-40
  - Over 41
  
2. Gender
  - Male
  - Female
  - Not prefer to say
  
3. Highest education received
  - High school
  - Undergraduate
  - Graduate
  - Other, please specify \_\_\_\_\_

#### Part 2 – Travel history (Previous trips characterized)

4. Roughly how many times a year do you go for a trip?
  - None
  - 1-2
  - 3-4
  - 5+
  
5. Who do you usually travel with on your holidays?



- Family
- Friends
- Alone
- Organized groups

6. What proportion of your holiday is spent in contact with nature?

- None
- Some of it
- Majority
- All

7. How do you usually travel?

- Bike
- Car
- Bus
- Airplane
- Other

**Part 3 – Knowledge about Ecotourism Open ended question, 10 answers chosen)**

8. What is Ecotourism according to you?

\_\_\_\_\_

9. Why Ecotourism is important?

\_\_\_\_\_

**Part 4 – Motivation for ecotourism**

10. I try to participate in ecotourism because (choose the most suitable for you):

- I want to learn more about the natural environment.
- This type of tourism is less harmful to the environment than all the other kinds of tourism.
- I want to experience a new culture with the minimum influence on the environment and local community.

- I like to spend time in nature.
- I want to meet people with similar interest.

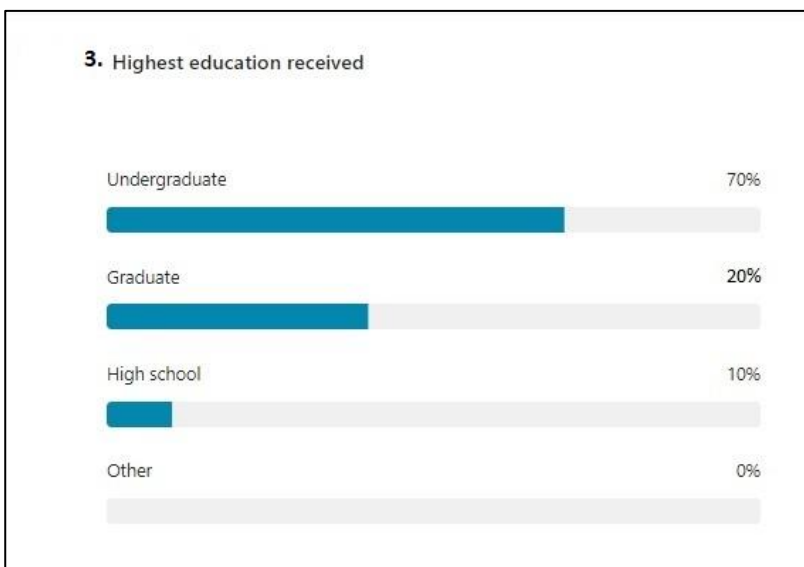
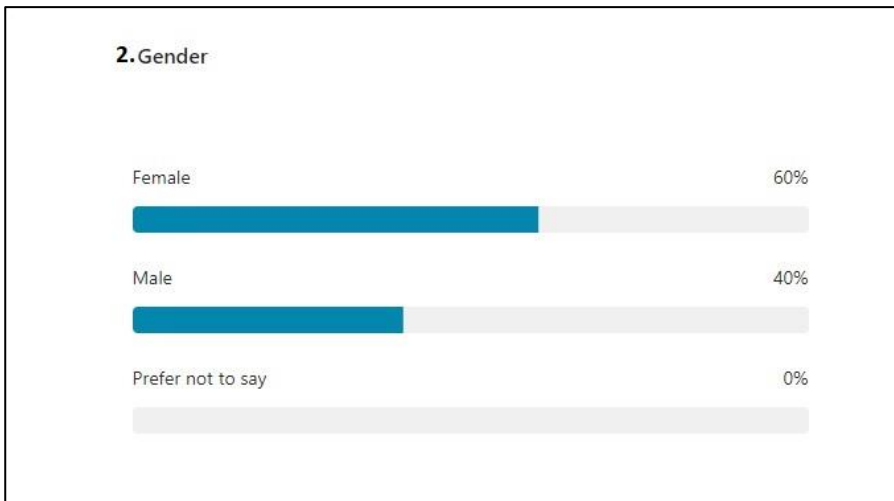
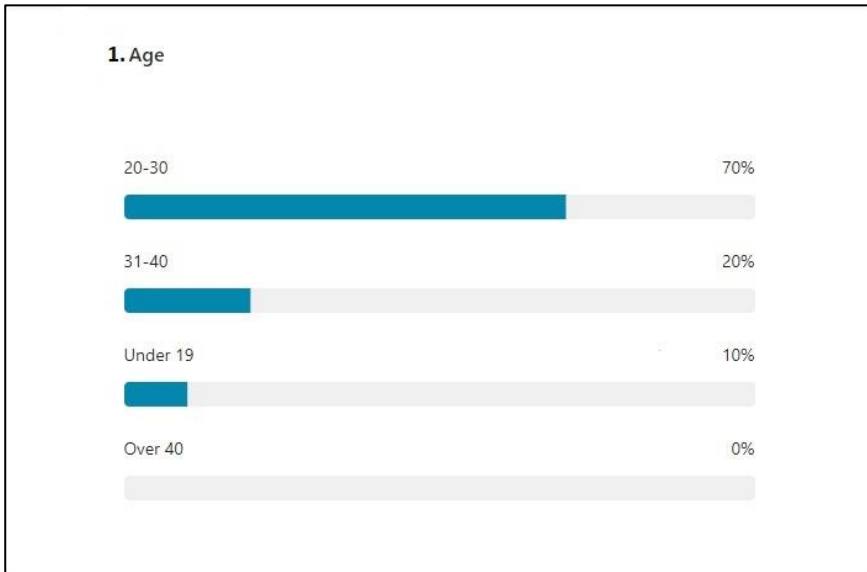
11. In general, what do you seek the most when on a holiday?

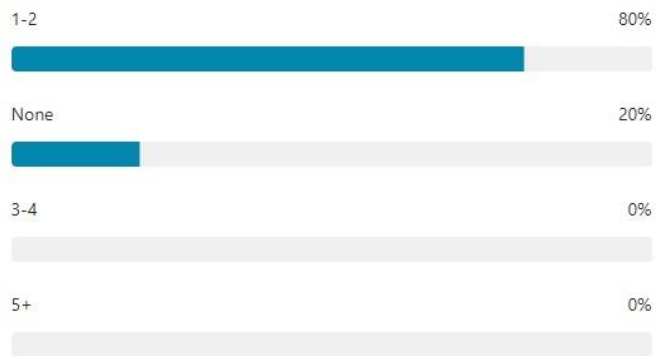
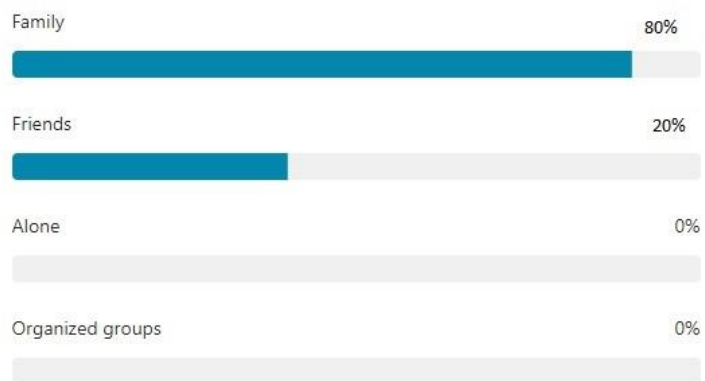
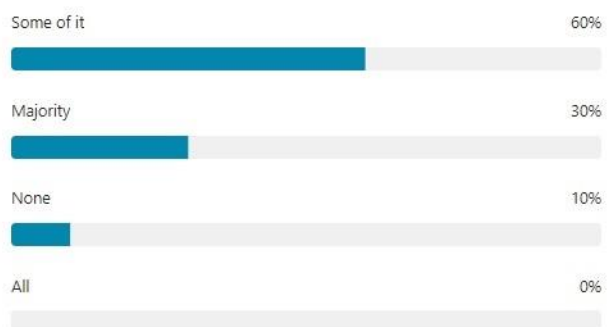
- Visiting un-crowded destinations
- Experiencing remote and unspoiled nature
- Interacting with native people
- Supporting economic benefits to local communities

12. How important do you think responsible tourism is likely to be in the future?

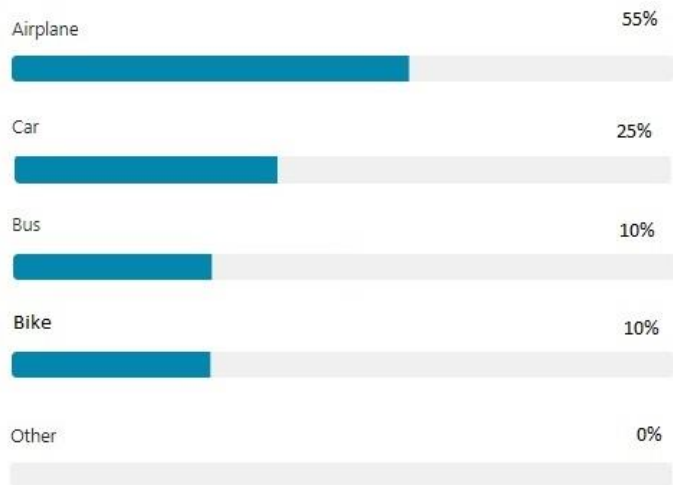
- Very important
- Important
- None at all

## Appendix 2 - Survey Answers (collected for reference)



**4. Roughly how many times a year do you go for a trip?****5. Who do you usually travel with on your holidays?****6. What proportion of your holiday is spent in contact with nature?**

### 7. How do you usually travel?



### 8. What is Ecotourism (according to you)?

Being responsible tourist while traveling and help in saving environment  
a day ago

tourism directed towards exotic, often threatened, natural environments,  
intended to support conservation efforts and observe wildlife.

2 days ago

### 9. Why Ecotourism is important?

To try and save the environment as much as possible.

21 hours ago

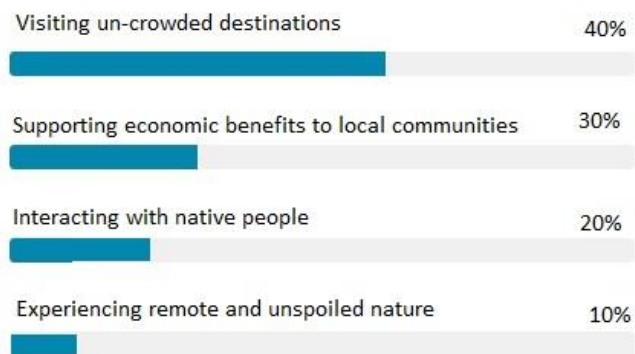
it helps preserve nature

21 hours ago

### 10. I try to participate in eco-tourism because



### 11. In general, what do you seek the most when on a holiday?



**12. How important do you think responsible tourism is likely to be in the future?**