THE INFLUENCE OF ENVIRONMENTAL ATTITUDE AND DESTINATION IMAGE ON SELECTING SUSTAINABLE TOURISM DESTINATION

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Abstract

In recent years, the tourism industry has been considered as a significant sector to most countries in the global including Malaysia. However, each of the tourists has their own pattern to determine their own preferences particularly on tourism destination. The objective of this study was to explore the main factors of influencing tourists on selecting sustainable tourism destination. Data for this study were collected from former customers and potential customers of Sumai Hotel & Apartment Sdn Bhd. Data collection was conducted in tourist spots in Terengganu and through social media platform. This study involved of 367 respondents from aged 18 years old and above. A purposive sampling approach was implemented to select each of the samples. All respondents were instructed to fill out the questionnaire through face-to-face and online survey. Therefore, this data from 367 domestic tourists were analysed using Statistical Packages for the Social Sciences (SPSS).

1. Purpose

The objectives of this study were 1) to examine the factors that influence on selecting sustainable tourism destination 2) to identify the most factors influence the relationship between environmental attitude and destination image towards intention to select a sustainable tourism destination.

2. Background

In recent years, the tourism industry has been considered as a significant sector to most countries in the global including Malaysia. The industry is recognized capable of generating massive income for the country (M. H. M. Hanafiah & Harun, 2010). Besides that, the tourism industry is crucial to support other fields such as transportation, leisure services, and hospitality (Telfer, 2002).

The hotel industry is an essential element in tourism. The hotel plays a role as the main attraction for tourists. Hoteliers have to make tourism destination even more competitive through a package offered, facilities and services. Hotel managers must invest more in their marketing activities to attract and retain customers and maintain their place in the industry. Sustainable tourism development is crucial particularly for island destination (Prayag, Dookhony-Ramphul, & Maryeven, 2010) including coastal hotel. Destination in coastal area is considered as fragile area as it easily exposed to major hazard such as erosion, waste disposal, and destruction of environmental factors. (Iana &Ljubica,2022).

3. Methodology

Data collection, sample size and sampling method

Data for this study were collected from former customers and potential customers of Sumai Hotel & Apartment because this research was funded by Sumai Hotel & Apartment Sdn Bhd. Data collection was conducted in tourist spots in Terengganu and through social media platform. This study involved of 367 respondents from aged 18 years old and above. A purposive sampling approach was implemented to select each of the samples. All respondents were instructed to fill out the questionnaire through face-to-face and online survey. This data from 367 domestic tourists were analysed using Statistical Packages for the Social Sciences (SPSS).

4. Findings

Respondents Profile

In this section, information about the respondents' background that participated in this study was analysed. based on the gender indicated that, about 78.5% of the respondents were male respondents, whereas 21.5% of the respondents were female respondents, hence it is indicated that, male respondents were the majority respondents that participated in this study. Besides that, majority of the respondents were Malay (97.7%) and also a married (65.7%) marital status. On other hand, it is also can be concluded that, majority of the respondents participated in this study were in the ranged of 21 years old to 40 years old (50.7%). In addition, in terms of nationality status, majority respondents that participated in this study were Malaysian (99.2%) citizens and most of the respondent's having a monthly income around RM 100 to RM 5000 (58.9%).

Multiple linear regression analysis

A multiple linear regression analysis was performed between a set of targeted independent variables (i.e. Environmental Attitude, Destination Image) toward Intention to Select Sustainable Tourism Destination. This analysis technique was used since this analysis is the suitable method to explore the relationship between one continuous dependent variable and a number of independent variables. The analysis reported that, Environmental Attitude and Destination Image were positively significant influences toward Intention to Select Sustainable Tourism Destination.

5. Conclusions

Environmental Attitude (beta = 0.487) gives a highest influence toward Intention to Select Sustainable Tourism Destination and lastly Destination Image (beta = 0.147). Besides that, these set of independent variables were able to explain about 34.9% (R^2 adjusted =. 349) of variance towards Intention to Select Sustainable Tourism Destination, whereas the remaining 65.1% of Intention to Select Sustainable Tourism Destination total variation were explained by other factors. Overall, the study contributes to academic knowledge by expanding our

understanding of the factors influencing sustainable tourism destination selection, the relationship between environmental attitude and destination image, and the preferences of domestic tourists in Terengganu. It also highlights the application of statistical analysis in studying sustainable tourism.

Contribution/Practical Implications

In summary, the practical implications of the study for the tourism industry include providing insights for promoting sustainable tourism destinations, highlighting the importance of environmental attitudes, guiding targeted marketing strategies, assisting in the design of sustainable products and services. These implications can help drive the industry towards more environmentally and socially responsible practices while catering to the preferences of sustainable -minded tourists. As a conclusion, Sumai Hotel & Apartment can position itself as a leader in sustainable tourism in Terengganu by emphasizing their sustainable practices, collaborating with local stakeholders and offering experience aligned with the preferences of environmentally conscious tourists, the hotel can attract a niche market segment and contribute to the overall sustainability efforts of the destination.

Acknowledgements

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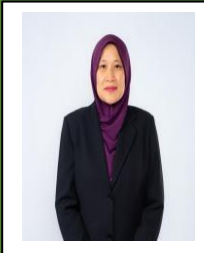
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