

The Intention to do Ecotourism in Indonesia Toward Tourism Sustainability Prospect

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Abstract

The COVID-19 lockdown around the world has imposed negative impact on world economics as well as for the tourism industry, in particular in Indonesia tourism. The Indonesian Government has developed various action plan to assist recovery of the sector. The new policy issued by the Indonesia Minister of Tourism and Creative Economics, was aimed to achieve tourism sustainability. The Indonesia government want to provide environmental friendly of tourism destinations which ecotourism was the target. Despite the high support of government for this ecotourism target, however there are limited studies about the intention to do ecotourism in Indonesia. From the marketing perspective, it is a need to understand the intention of prospect consumers as the basis to develop various promotion program as well as the related product development. The objective of this study is to create a basic model to understand the intention to practice ecotourism as an effort of country tourism turn around the tourism sector. The variables to be tested it relationship with the intention to do ecotourism are social norms and the personal norms subject to the theory of planned behaviour (TPB). This is a quantitative study based on convenience sampling survey method using five liker scale questionnaire. As many as 100 ecotourists respondents in Indonesian were being analyzed by using Smart PLS 3. Finding of this study concludes that Personal norms in Indonesia is significant and positively has relationship with intention to do ecotourism. Based on this finding then it suggests ecotourism recommendations as one of the solution to recover country business and economic downturn.

Keywords: Ecotourism, Sustainability, Personal Norm, Social Norm

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