

Activity and Support Factors Influencing Increased Value of Invertebrates in Ecotourism

Abstract

Invertebrates form an estimated 73.5% of life on Earth and mostly they are often considered to be crucial component of biodiversity in terms of diversity and role in ecosystem functioning. Conservations measures for invertebrates are largely inadequate and this can be improved in the content of ecotourism. Analyzing the factors that influence visitor satisfaction is critical for appropriate management of tourism particularly in nature tourism. This paper investigate the overview of response of tourist to the concept of focused-invertebrates activity, to obtain the level of tourist's support to the focused-invertebrates activity and to assign an advocacy on how to embark on the lack of invertebrates information in ecotourism. Implications for management are discussed in terms of the potential of inclusion of invertebrate's information in ecotourism.