

4000007545

**A STUDY ON VISITORS' WILLINGNESS TO PAY
FOR ECOTOURISM PRODUCTS: A CASE
STUDY OF SHANGRI-LA'S RASA RIA
NATURE RESERVE,
KOTA KINABALU.**



LAVERNITA ALLYSA PEDRO BINGKU

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

**SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITI MALAYSIA SABAH**

PERPUSTAKAAN UMS

2006



1400007545



UMS
UNIVERSITI MALAYSIA SABAH

UNIVERSITI MALAYSIA SABAH

BORANG PENGESAHAN STATUS TESIS @

JUDUL : A STUDY ON VISITORS' WILLINGNESS TO PAY FOR ECOTOURISM PRODUCTS: A CASE STUDY OF SHANGRI-LA'S RASA RIA NATURE RESERVE, KOTA KINABALU.

IJAZAH : Sarjana Pentadbiran Perniagaan (MBA)

SESI PENGAJIAN : 2005 – 2006

Saya, LAVERNITA ALLYSA BINTI PEDRO BINGKU mengaku membenarkan tesis Sarjana ini disimpan di Perpustakaan Universiti Malaysia Sabah dengan syarat-syarat kegunaan seperti berikut:

1. Tesis adalah hakmilik Universiti Malaysia Sabah.
2. Perpustakaan Universiti Malaysia Sabah dibenarkan membuat salinan untuk tujuan pengajian sahaja.
3. Perpustakaan dibenarkan membuat salinan tesis ini sebagai bahan pertukaran antara institusi pengajian tinggi.
4. TIDAK TERHAD.

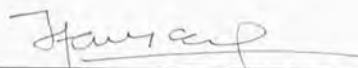
Disahkan oleh



(Penulis : LAVERNITA ALLYSA BINTI
PEDRO BINGKU)

Alamat Tetap:
C/O Honis Bingku,
P.O.Box 44,
89107 Kota Marudu,
Sabah.

(TANDATANGAN PUSTAKAWAN)



(DR. JAMES ALIN)

Tarikh: 21 JULAI 2006

Tarikh: 14 / 7 / 2006

CATATAN: @ Tesis dimaksudkan sebagai tesis bagi Ijazah Doktor Falsafah dan Sarjana secara penyelidikan, atau disertasi bagi pengajian secara kerja kursus dan penyelidikan, atau Laporan Projek Sarjana Muda (LPSM).



UMS
UNIVERSITI MALAYSIA SABAH

ACKNOWLEDGEMENT

The completion of this study was made possible by the assistance, cooperation, ideas and input of various individuals. First of all, to God for granting me the will to complete this research. I would also like to thank my family for their love and support all the way through my research.

My gratitude also goes to my supervisor, Dr. James Alin and also my co-supervisor, Ms. Grace Phang guided me through this research. I would also like to express my heartfelt gratitude to all of my MBA lecturers and classmates for their support and also inputs which eventually led to the betterment of my research.

Special thanks goes to Dr. Senthival Nathan, the director of Botany and Zoology of Sabah Wildlife Department and also Mr. Sail Jamalludin, the Director of Conservation and Guests Activity of Shangri-La's Rasa Ria Resort for giving me the much needed permission and cooperation to do my research in Shangri-La's Rasa Ria Nature Reserve. Not forgetting, the Manager of Rasa Ria Nature Reserve, Mr. Tony, and also all of the nature reserve rangers, Carolyn, Lynn, Sandra, Melvin, Joh and everyone else who were kind enough to cooperate with me which made my study in Rasa Ria very memorable, informative and educational, and not forgetting inspirational.

Last but not least, I would like to express my gratitude to everyone who had contributed to the completion of this research. To all the visitors who were kind enough to spare their time to sit and answer my questionnaires. Heartfelt gratitude goes to Mrs. Zubaidah and Mrs. Jessica and my roommates, Briony and Kian Shin for being my 'guardian force' who lifted me up when I'm down. This would never have been completed without all of you. Thank you and God Bless.



DECLARATION

The materials in this dissertation are original except for quotations, excerpts, summaries and references, which have been duly acknowledged.

Lavernita Allysa Binti Pedro Bingku
PS05-002(K)-060
21st July 2006



ABSTRACT

A STUDY ON VISITORS' WILLINGNESS TO PAY FOR ECOTOURISM PRODUCTS: A CASE STUDY OF SHANGRI-LA'S RASA RIA NATURE RESERVE, KOTA KINABALU.

Concerns related to wildlife conservation are evident nowadays. This study was analyzed by using various statistical analyses, which investigates the psychographics and behavioral profiles of foreign visitors' who are willing to pay for ecotourism products, moderated by demographic factors. Results showed that visitors' behavior proves to have the most significant influence on visitors' willingness to pay for ecotourism products. Managerial implications for Shangri-La's Rasa Ria Nature Reserve and Sabah Wildlife Department and suggestions for future research are discussed.



ABSTRAK

KAJIAN MENGENAI KESANGGUPAN MEMBAYAR PELAWAT: KAJIAN DI
SHANGRI-LA'S RASA RIA NATURE RESERVE,
KOTA KINABALU .

Keprihatinan terhadap pemuliharaan hidupan liar merupakan satu isu yang penting pada masa kini. Kajian ini dianalisis dengan menggunakan beberapa analysis statistic, unuk mengkaji psikografi dan profile tingkahlaku pelawat-pelawat asing yang mempunyai kesanggupan untuk membayar produk eko pelancongan, dengan faktor demografi sebagai pembolehubah (moderator). Keputusan daripada analisis SPSS menunjukkan bahawa tingkahlaku pelawat terbukti mempunyai pengaruh yang paling ketara terhadap kesanggupan membayar untuk produk eko pelancongan. Implikasi terhadap pengurusan Shangri-La's Rasa Ria Nature Reserve dan Jabatan Hidupan Liar Sabah, serta cadangan-cadangan untuk kajian dimasa hadapan turut dibincangkan dalam kajian ini.



TABLE OF CONTENTS

	Page
TITLE PAGE	i
ACKNOWLEDGEMENTS	iii
DECLARATION	iv
ABSTRACT	v
ABSTRAK	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xiii
 CHAPTER 1 : INTRODUCTION	
1.1 Overview	1
1.2 Research Problem	3
1.3 Rationale of Study	4
1.4 Scope of Study	5
1.5 Objective of Study	6
1.6 Definition of Terms	
1.6.1 Willingness to Pay	6
1.6.2 Ecotourism Products	7
1.6.3 Product Attributes	
1.6.4 Visitors' Attitudes	7
1.6.5 Visitors' Behaviors	8



1.6.6	Visitors' Values	8
1.7	Background of Study Site	8
1.8	Summary and Organization of remaining chapters	11

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	12
2.2	Public, Quasi-private and Private Goods	12
2.3	Wildlife Tourism	13
2.3.1	The range of wildlife watching activities	14
2.3.2	The Demand for wildlife watching tourism: Market size and main market groups	15
2.3.3	Effects of disturbance from tourism on wildlife	17
2.4	Ecotourism	17
2.4.1	Development of ecotourism with respect to orang utans	19
2.5	'Hard Ecotourism'	20
2.6	Ecotourists	21
2.7	Ecotourism Products	24
2.8	Rehabilitation of Orang Utans	25
2.9	The importance of conservation of the Orang Utans	27
2.10	Willingness to Pay	30
2.10.1	Visitors' Attitudes	33
2.10.2	Visitors' Behavior	35
2.10.3	Visitors' Values	38
2.10.4	Product Attributes	41



2.10.5	Visitors' Demographic Characteristics	43
2.11	Summary	46

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	47
3.2	Theoretical Framework	48
3.3	Definition of Variables	
3.3.1	Willingness to Pay for Ecotourism Products	48
3.3.2	Visitors' Attitudes	49
3.3.3	Visitors' Behavior	49
3.3.4	Visitors' Value	49
3.3.5	Products Attributes	49
3.3.6	Age	49
3.3.7	Gender	50
3.3.8	Nationality	50
3.3.9	Income	50
3.3.10	Marital Status	50
3.3.11	Income	51
3.4	Research Hypothesis	51
3.5	Type of Study	54
3.6	Nature of Study	54
3.7	Instrument	54
3.8	Population Sample	55
3.9	Data Collection Method	56



3.10	Data Analysis	58
3.11	Summary	58

CHAPTER 4: RESULTS

4.1	Introduction	60
4.2	Descriptive Statistics of Profile of Respondents	60
4.3	Validity Test: Factor Analysis	62
4.4	Reliability Test: Cronbach's Alpha	65
4.5	Statistics of Variable Overview	66
	Descriptive Analysis on Independent Variable	
4.6	Hypothesis Testing	68
4.7	Summary of Findings	80

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1	Introduction	84
5.2	Recapitulation of Study	84
5.3	Discussion and Implication of Study	85
5.3.1	Impact of Attitude	85
5.3.2	Impact of Behavior	86
5.3.3	Impact of Values	87
5.3.4	Impact of Product Attributes	88
5.3.5	Impact of Demographics as moderators	89
5.3.6	Implication for Management of Shangri La's Rasa Ria Nature Reserve And Sabah Wildlife Department	89



5.3.6.1	Persuading the undecided and unwilling	
	To pay.	93
5.4	Limitations of Study	95
5.5	Suggestion for Future Research	95
5.6	Conclusion	96
REFERENCES		98
APPENDICES		105



LIST OF FIGURES

	Page
Figure 3.1 Research Framework	48

LIST OF TABLES

	Page
Table 2.1 Typology of Tourists	16
Table 3.1 Sample Design	57
Table 4.1 Respondents Profile	61
Table 4.2 Cronbach Alpha	65
Table 4.3 KMO and Bartlett's Test	63
Table 4.4 Factor Analysis for Product Attributes	63
Table 4.5 Factor Analysis for Visitors' Attitudes	63
Table 4.6 Factor Analysis for Visitors' Behavior	64
Table 4.7 Factor Analysis for Visitors' values	64
Table 4.8 Factor Analysis for Willingness to Pay	64
Table 4.9 Means and Standard Deviation	66
Table 4.10 Multiple Regression	68
Table 4.11 Hypothesis 1	69
Table 4.12 Hypothesis 2	71
Table 4.13 Hypothesis 3	73
Table 4.14 Hypothesis 4	74
Table 4.15 Analysis of Variance	75
Table 4.16 Variables in equation	75
Table 4.17 Hierarchical Regression with Moderating Variable (Age)	76
Table 4.18 Hierarchical Regression with Moderating Variable (Gender)	76
Table 4.19 Hierarchical Regression with Moderating Variable (Income)	77



Table 4.20	Hierarchical Regression with Moderating Variable (Nationality)	78
Table 4.21	Hierarchical Regression with Moderating Variable (Edu. Lev)	79
Table 4.22	Hierarchical Regression with Moderating Variable (Status)	79
Table 4.23	Summary of Hypothesis 1 – Visitors' Attitudes	80
Table 4.24	Summary of Hypothesis 2 – Visitors' Behaviors	81
Table 4.25	Summary of Hypothesis 3 – Visitors' Values	81
Table 4.26	Summary of Hypothesis 4 – Ecotourism Product Attributes	81
Table 4.27	Summary of Hypothesis 5 – IV and Willingness to Pay	82
Table 4.28	Summary of Hypothesis 6(a) to 6(f) – Demographics	
	Moderator and Willingness to Pay	82

LIST OF APPENDICES

Appendix I	:	Questionnaire	104
Appendix II	:	Descriptive Statistics	110
Appendix III	:	Mean And Standard Deviations – Frequencies	113
Appendix IV	:	Validity Test	115
		Reliability Test	118
Appendix V	:	Regression	125



CHAPTER 1

INTRODUCTION

1.1 Overview

When tourists first arrived in Sabah, they were introduced to the natural features found abundantly in protected or undisturbed areas. A few sites developed into mass tourist attractions, notably the offshore coral islands, the Kinabalu Park where the highest mountain in Southeast Asia is located, and the orangutans at Sepilok (Fletcher, 1994). Tourism was officially recognized as an industry in Sabah by 1986, although on a very small scale. Sabah's reputation as one of the major nature tourism sites in Malaysia is based on its abundant range of forest habitats and wildlife species. Fletcher also stated that most of these sites are within protected areas where local communities' use of forest and land resources is nonexistent or minimal. The need to communicate and consult local communities to develop tourism activities within these areas did not arise.

Since 2000, the tourism industry has faced multiple international crises: economic recession, the SARS outbreak, terrorist attacks, and the expanding war on terrorism. Despite these setbacks to the industry, both consumers and travel companies show strong support for responsible tourism, including stating a willingness to pay more for ethical practices, to contribute to community projects, and to support certification. (Eco Current) Consumers continue to view safety, cost, weather, accessibility, and quality of facilities as paramount when planning vacations. However, their demand for ethical products, social investment, and eco-labels is growing, although most consumers do not actively inquire about



business practices. Tour operators are increasingly aware of the demand for socially and environmentally responsible tourism, and are exploring certification programs as a way to market their ecotourism products.

Theme tourism in Sabah's case is basically nature or ecotourism or green tourism as preferred by others, involving travel to observe nature and or participate in outdoor activities. The state of Sabah is indeed fortunate to be in a position of having a rich variety of sought-after characteristics, as well as the 'Borneo Image' and is in all a 'new' destination. According to Lingham (1996), most neighboring ASEAN countries have beaches, greeneries, culture and modern facilities not to mention the attractions of golf-course easily accessible by ordinary people. But there is something else which modern tourists are seeking – that is, our natural environment and habitats which has abundant nature, tropical forest and wildlife. Lingham also stated that ecotourism is a relatively new concept that has shifted far from mass beaches and urban tourism which are characterized by large number of tourists in highly developed destinations. Ecotourism is becoming increasingly popular and it does not only generate revenue for the State and the country, but also heightened local awareness of the importance of conservation and preservation.

When considering the concepts of sustainable development in the context of tourism, new issues, views and challenges are exposed. This is because tourism continues to develop as a significant economic and social activity although it utilizes environmental resources (Honey, 1999). It has significant environmental, economic, social and cultural impacts which can either be positive or negative, or both. Thus, tourism development has become one of the central challenges within the sustainable development topic.



The attempt to incorporate sustainable development concepts into tourism was – as still is – a result of the growing environmental awareness and cultural sensitivity the sustainable development debate has brought about, and the increased public education of the vulnerability of natural resources (Butler, 1992). This has caused increasing dissatisfaction with the previous tourism products, and so development of a new type of tourism has evolved – alternative tourism. Alternative tourism is usually taken to mean alternative forms of tourism (other than mass tourism) which place emphasis on greater contact and understanding between hosts and guests as well as between tourists and the environment (Butler 1992; Newsome et al. 2001).

1.2 Research Problem

Concerns related to the conservation of wildlife are evident in the ecotourism marketplace. Over the years, a majority of eco-tourist have realized that their purchasing behavior have a direct impact on many ecological problems. Perhaps the most convincing evidence supporting the growth of eco-tourists is the increasing number of individuals who are willing to pay more for ecotourism products.

An important challenge facing ecotourism product providers is to identify which visitors' are willing to pay more for eco-tourism products. It is apparent that an enhanced knowledge of the profile of this segment of visitors' would be extremely useful. The closer we move to an understanding of what causes individuals to pay more for ecotourism products, the better the management will be able to develop strategies specifically targeted at these visitors.

Shangri-La Rasa Ria Nature Reserve was established by the Shangri-La's Rasa Ria Resort in collaboration with the State Wildlife Department of

Sabah in June 1996. The main purpose of setting up this protected ecological space was to help facilitate rehabilitation programs for endangered species of fauna as well as those endemic in Sabah. In their work to facilitate, encourage and the conservation of wildlife, the Nature Reserve also provides educational programs for local students from across Sabah, especially targeting the west coast region. It too, actively conducts nature awareness and learning programs for visitors from all over the world. This Nature Reserve is partially self-financing and partially financed by the Wildlife Department of Sabah.

This research conducted consumer-based study with the aim to determine the characteristics of visitors who are willing to pay for ecotourism products in Shangri-La Rasa Ria Nature Reserve. It is typically focused on the relationship between willingness to pay and demographic characteristics, for example age, income and education level, and independent variables which is visitors' attitudes, values and product attributes.

Hence the research question is, **"To what extent does visitors' attitudes, visitors' behaviors, visitors' values and product attributes influence willingness to pay for ecotourism products"**.

1.3 Rationale of the Study

In exploring for the factors and attributes that might affect the visitors willingness to pay for ecotourism product, in the context of this study is Shangri-La's Rasa Ria Resort, Kota Kinabalu Nature Reserve. Based on interview done by the researcher with the manager of the Nature Reserve, up to date, there has been neither study nor research which has been done to investigate factors which influence visitors' willingness to pay a price premium for the ecotourism products in the Nature Reserve. Hence, this study is hoped to assist Shangri-La Rasa Ria



Nature Reserve management to identify and understand factors and attributes that may influence the willingness to pay for the ecotourism products which are being offered in their Nature Reserve, thus leading to possibility for further improvement of programs for the conservation of endangered species which are currently rehabilitated in the Nature Reserve.

1.4 Scope of Study

The scope of this proposed study will look into the visitors' willingness to pay for ecotourism products. Therefore, the researcher has proposed Shangri-La's Rasa Ria Resort, Kota Kinabalu Nature Reserve as the case study. The proposed site has been chosen based on the fact that Shangri-la Rasa Ria Resort has the one and only Nature Reserve which offers various ecotourism products including viewing of the Orangutans, in the west coast of Sabah.

The visitors that will be the subject of interest in this proposed research would be foreign visitors who visit the Nature Reserve, who spend their money to pay for the conservation fees especially for the Orangutans. The reasons as to why only foreign visitors will be the main sample is due to the fact that foreign visitors are required to pay an amount of RM65.00 for non in-house guests and RM50.00 for in-house guest whereas local need only pay RM10.00, for the conservation fees.

1.5 Objective of the Study

The objective of the study is:

- 1 To investigate the relationship between dependent variable (of visitors' willingness to pay for ecotourism products) and independent variables (of



visitors' values, attitudes and product attributes with demographic characteristics as moderators).

- 2 To suggest policy measures to improve wildlife conservation management in Shangri-La's Rasa Ria Nature Reserve.

1.6 Definition of Terms

For the purpose of this proposed study, the following terms may need to be further clarified to avoid confusion on what it means in the context of this study.

1.6.1 Willingness to Pay

Willingness to pay is defined by the willingness of an individual to part with an amount of money for a certain good. In the context of this research willingness to pay means visitors' willingness to pay for ecotourism products which is products which are being offered to visitors in Shangri-La Rasa Ria Nature Reserve.

1.6.2 Ecotourism Products

In the context of this research, the ecotourism product refers to the Orangutan watching activity which is currently being offered in Shangri-La Rasa Ria Nature Reserve. The Bornean Orangutans, or *Pongo pygmaeus* are a species of fauna which is endemic to the island of Borneo, is now recognized as a unique species in its own right, genetically distinctly different from its relative, the Sumatran Orangs, *Pongo abelii*. At the moment, due to the accelerated rate of both legal and illegal loggings, lost of natural habitat of the Orangs has brought the serious decline of the species number in the wild.



1.6.3 Product Attributes

Product Attributes refers to the attribute of the product which may influence visitors' willingness to pay. In the context of this study, product attributes are, the rarity and uniqueness of the product (wildlife), and the severity of extinction of the wildlife.

1.6.3 Visitor Attitudes

Visitors Attitudes refers to the visitors' attitudes towards the conservation of wildlife. In the context of this study, among the attitudes which will be look into is attitudes towards the importance of wildlife conservation and also attitudes towards the inconvenience of wildlife conservation.

1.6.4 Visitors' Behavior

in the context of this study, visitors' behavior refers to visitors' behavior in their preferences of choosing their holiday destination. And their preferences for either choosing ecotourism destination when going for a holiday or preference for 'hard ecotourism'.

1.6.5 Visitor Values

The aspects of ecotourism that distinguish it from other forms of tourism will appeal to some lifestyle groups, but not to others. (Cleaver & Muller 2002) This is because certain attributes of the ecotourism experience (greater cultural understanding, non-consumptive use of wildlife and nature, ecologically appropriate visitor behavior, a deep appreciation of natural beauty, etc.) may or may not provide personal value fulfillment. And it is well known, especially among consumer psychologists, that



values 176 *Journal of Sustainable Tourism* drive lifestyles, and lifestyles determine behaviors in the marketplace – including touristy and ecotouristic behaviors.

1.7 Background of Study Area

Shangri – La Rasa Ria Resort Nature Reserve.

Encompassing 64 acres within the resort's vast confines, the Nature Reserve is a conservation effort between the State Wildlife Department and Shangri-La's Rasa Ria Resort initiated in a Memorandum of Understanding signed in April 1996. The Nature Reserve is aimed primarily at nature conservation and Orangutan rehabilitation, with research, study and education of secondary importance. The Rehabilitation Program for Orangutans which is carried out at the Nature Reserve is the only one of its kind on the west coast of the state of Sabah. The Other is Sepilok Rehabilitation Centre in Sandakan East Coast of the state as the main Orangutan rehabilitation centre in the country. The Nature Reserve's role is the bastion of rehabilitation education on the West Coast and the only one of its kind on the entire West Coast of the state, indeed the island of Borneo. The nature reserve is in collaboration between the public and private sector.

It is home to a wide spectrum of Sabah wildlife such as Orangutans, two species of deer, long-tailed macaques, pheasants, civets, bear cat, masked musang, monitor lizard, water hens, porcupines, slow lorises, pangolins, pitcher plants, fruit bats and 63 species of birds.

Whilst maintaining its natural aesthetics, the careful creation of six trails within the Nature Reserve enables visitors to enjoy the dense flora and fauna of Borneo's secondary jungle. These trails - **Orangutan, Nature, Summit, Pitcher Plant Trail, Bird Watching Trail and Lookout Trails** - range from a leisurely



walk of 20 minutes to a three hour-long trek. Two observation towers at the Reserve's crest were built to enable visitors' taking part in jungle walk activities to have a panoramic view of surrounding villages, the golf course, Tambalang and Mengkabong rivers and the open sea.

The Nature Reserve is open to all guests of the resort and non-guest as well, offering bird-watching at dawn, daytime hiking and visiting of Orangutan as well as nocturnal watches where guests are invited to join the rangers to catch glimpses of the Nature Reserves many nocturnal creatures.

Guided walks are always advised for visitors' safety with a limited number of visitors allowed per entry. Enrichment programs include the introduction of wild fruit trees to sustain wildlife. Whilst bird-feeding stations, salt-licks and water catchments enhance animal conservation, reinforced steps, hides, shelters and observation towers make each visit into the Reserve a naturally enjoyable experience. Among the activities available within the Reserve are the Nature Watch, Nature Walks, Nocturnal Animal Watch and In Search of Orangutans.

To complement conservancy efforts, the resort has implemented a Plant a Tree program encouraging guests' participation. The program underscores efforts to reforested areas within the resort's 400-acreage that were affected by tropical storm Greg in December of 1996. This program is a joint effort between Rasa Ria Resort and WWF Sabah, whose role is to provide participants in the program with tree saplings for planting. Many of the hotel's guests have participated or contributed towards the program by adopting a tree sapling or contributing funds towards their care.

The resort has also implemented a Foster an Animal program in which guests of the resort can foster any of the animals at the Nature Reserve. The



REFERENCES

- Ajzen, I. & Fishbein, M. (1977). Attitude-behavior relations: A Theoretical Evaluation Review of Empirical Research. *Psychological Bulletin*, 84, 888 – 918.
- Ajzen, I & Fishbein, M 1980, *Understanding Attitudes and Predicting Social Behavior*, Prentice Hall, Englewood, NJ
- Alin, J. (2006) "Willingness to Pay for the Orangutan", *Paper Presented at Sabah Society Public Talk on 10th March 2006*.
- Amyx et, al. (1994), "Influencers of Purchase Intentions for Ecologically Safe Products: An Exploratory Study", in Park, C.W. (Eds), *AMA Winter Educators' Conference Proceedings*, America Marketing Association, Chicago, IL, 5:341 – 7
- Anderson, T. Jr, Cunningham, W.H (1972), "The Socially Conscious Consumer", *Journal of Marketing*, 36(7):23-31.
- Backman, K. F., and T. D. Potts (1993). "Profiling Nature-Based Travelers: Southeastern Market Segments", *South Carolina: Strom Thurmond Institute*.
- Bandura, A 1977, 'Self-efficacy: Toward a Unifying Theory of Behavioral Change', *Psychological Review*, vol. 84, pp. 191-215
- Banerjee, B., McKeage, K. (1994), "How Green is My Value: Exploring The Relationship Between Environmentalism and Materialism", in Allen, C.T, John, D.R. (Eds), *Advances in Consumer Research*, Association for Consumer Research, Provo, UT, 21:147 – 52
- Barnes, J.I. & de Jager, J.L.V. (1996). "Economic and Financial Incentives For Wildlife Use on Private Land in Namibia and The Implications for Policy." *South African Journal of Wildlife Research* 26: 37-46.
- Barnes, J.I. , Schier, C & Rooy, G.V. (1997). "Tourists' Willingness to Pay for Wildlife Viewing and Conservation in Namibia", *WWF Life Programme, University of Namibia*.
- Bjork, D. P. (2000). "Ecotourism from a Conceptual Perspective: An Extended Definition of a Unique Tourism Form." *International Journal of Tourism Research* 2(3): 189-202.
- Blamey, R. K. (1997). "Ecotourism: The search for an Operational Definition." *Journal of Sustainable Tourism* 5(2): 109-130.
- Blamey, R. & Braithwaite, V., 1997, "A Social Values Segmentation of the Potential Ecotourism Market", *Journal of Sustainable Tourism*, Vol. 5, No. 1, pp.29-45
- Blamey, R. & Hatch, D., 1998, Profiles and Motivations of Nature-based Tourists Visiting Australia, BTR Occasional Paper no.25, Bureau of Tourism Research, Canberra.
- Boo, E. (1990). *Ecotourism: The Potential and Pitfalls*. Washington, DC: World Wildlife Fund.



- Boyd, S.W. and Butler, R.W. (1996). "Managing Ecotourism: An Opportunity Spectrum Approach." *Tourism Management* 17(8): 557-566.
- Brandon, K.. (1996), "Ecotourism and Conservation: A Review of Key Issues" in Rijksen, H.D and Meijaard, E. (1999), *Our Vanishing Relative: The Status of Wild Orang-utans at the Close of the Twentieth Century*, Kluwer Academic Publishers, London.
- Brown, G. & Henry, W., 1990. The Economic Value of Elephants. LEEC Paper No. 89-12, London: IIED/UCL London Environmental Economics Centre.
- Bryan, H. (1980). "Sociological and Psychological Approaches for Assessing and Categorizing Wildlife Values." In Schneider, I.E (2002). "Information Needs and Experience Preferences of Birders and Watchable Wildlife Participants" University of Minnesota St. Paul, Minnesota
- Burns, A.C, Bush, R.F (1995), *Marketing Research*, Prentice-Hall, Englewood Cliffs, NJ,
- Butler, R. (1992) "Alternative Tourism: The Thin Edge of the Wedge," in V.L. Smith and W.R. Eadington (eds), *Tourism Alternatives: Potentials and Problems in the Development of Tourism*, Philadelphia: University of Pennsylvania Press, 31-46
- Ceballos-Lascurain, H. (1987). "The Future of 'Ecotourism'." In Higham, J.E.S.; Carr, A.M. and Gale, S. (2001). *Ecotourism in New Zealand: Profiling visitors to New Zealand Ecotourism Operations*. No.10 Dunedin. New Zealand. Department of Tourism, University of Otago.
- Clark, C. et, al. (1995). "Designing Policies for Setting Park User Fees and Allocating Proceeds Among Stakeholders: The Case of Tarangire National Park Tanzania." In Barnes, J.I , et, al (1997). "Tourists' Willingness to Pay for Wildlife Viewing and Conservation in Namibia", WWF Life Programme, University of Namibia.
- Cleaver, M. and Muller, T.E. (2002) "The Socially Aware Baby Boomer: Gaining a Lifestyle-Based Understanding of the New Wave of Ecotourists". *JOURNAL OF SUSTAINABLE TOURISM* 10:(3)
- Cleaver, M., Green, B.C. and Muller, T.E. (2000) Using consumer behavior research to understand the baby boomer tourist. *Journal of Hospitality & Tourism Research* 24 (2), 274-87.
- Denman, R (2001), " Product Development, Marketing and Promotion of Ecotourism". *World Ecotourism Summit Report 2001*.
- Diamantis, D (1999), "The Concept of Ecotourism: Evolution and Trends", *Current Issues in Tourism*, 2 (2 & 3).
- Dodds, W.B., Monroe, K.B, Grewal, D. (1991), "Effects of price, brand and store information on buyers' product evaluation", *Journal of Marketing Research*, Vol. 28 pp.307-19.



- Eagles, P. F. J., and Cascagnette J.W. (1995). "Canadian Ecotourists: Who Are They?" *Tourism Recreation Research*, 20 (1): 22-28.
- Fennell, D. A., and P. J. Eagles (1990). "Ecotourism in Costa Rica: A Conceptual Framework." *Journal of Park and Recreation Administration*, 8 (1): 23-34.
- Fennell, D., and B. Smale (1992). "Ecotourism and Natural Resource Protection." *Tourism Recreation Research*, 17(1): 21-32.
- Finucane, S. and Dowling, R. (1995) "The perceptions of ecotourism operators in Western Australia", *Tourism Recreation Research*, 20(1):14-21
- Fletcher, P. (1994) "The Lower Kinabatangan: The Importance of Community Consultations in Ecotourism Development", Kota Kinabalu: WWF/Malaysia.
- Fulton, D.C., Manfredo, M.J., & Lipscomb, J. (1996). "Wildlife Value Orientations: A Conceptual Measurement Approach.", in Schneider, I.E (2002). "Information Needs and Experience Preferences of Birders and Watchable Wildlife Participants" University of Minnesota St. Paul, Minnesota
- Galdikas, B.M.F (1978), "Orangutan Adaptation at Tanjung Putting Reserve, Central Borneo" in Kaplan, G and Rogers, L (1994), "Orang Utans in Borneo" National Library of Australia
- Hair, J.F. et al (1998), *Multivariate data analysis* (3rd ed.). New York: Macmillan.
- Hanley et al (2001) *Willingness to Pay for The Conservation and Management of Wild Geese in Scotland*.
- Harrison, T. (1960), "Orang-utan. What Chances of Survival?", in Kaplan, G and Rogers, L (1994), "Orang Utans in Borneo" National Library of Australia.
- Heimstra, N. & McFarling, L., (1974), *The Natural Environment and Behaviour in Environmental Psychology*, Wadsworth Publishing, Belmont.
- Higham, J.E.S.; Carr, A.M. and Gale, S. (2001). *Ecotourism in New Zealand: Profiling visitors to New Zealand Ecotourism Operations*. No.10 Dunedin. New Zealand. Department of Tourism, University of Otago.
- Hjalager, A. (1999). "Consumerism and Sustainable Tourism." *Journal of Travel and Tourism Marketing* 8(2):1-20.
- Hokby, S. and Soderqvist, T (2001), "Elasticities of Demand and Willingness to Pay for Environmental Services in Sweden", Annual Conference of the European Association of Environmental and Resource Economists, Southampton, UK.
- Holland, J.D. 1993. A Determination and Analysis of Preservation Values for Protected Areas. In Barnes, J.I., Schier, C & Rooy, G.V. (1997). "Tourists' Willingness to Pay for Wildlife Viewing and Conservation in Namibia", WWF Life Programme, University of Namibia.

Honey, M. (1999), "Ecotourism and Sustainable Development: Who owns paradise?," Washington, DC: Island Press.

Ittleson, W., H. et.al, (1974), *An Introduction to Environmental Psychology*, Holt, Rinehart and Winston, New York

Kalish, S. and Nelson, P. (1991). "A Comparison of Ranking, Rating and Reservation Price Measurement in Conjoint Analysis, in: *Marketing Letter*. 2 (4): 327 – 335

Kahle, L.R. (1996) Social Values and Consumer Behavior: Research from the List of Values. In C. Seligman, J. M. Olson and M.P. Zanna (eds) *The Psychology of Values: The Ontario Symposium* (vol. 8) (pp. 135–51). Mahwah, NJ: Lawrence Erlbaum Associates.

Kaplan, G and Rogers, L (1994), "Orang Utans in Borneo" National Library of Australia.

Kellert, S. R. (1976). "Perceptions of Animals", in Schneider, I.E (2002). "Information Needs and Experience Preferences of Birders and Watchable Wildlife Participants" University of Minnesota St. Paul, Minnesota

Kolstad, Charles D., (2000), *Environmental Economics*, New York: Oxford University Press.

Kontoleon, A and Swanson, T. (2002), "Property-Related Mechanisms for Biodiversity Conservation" *The Economics of Conserving Endangered Species in Developing Countries* (with Timothy Swanson), *World Economics*, 1(4):135-148.

Kotler, P., Chandler, P.C., Brown, L. and Adam, S. (1994) *Marketing: Australia and New Zealand*. Sydney: Prentice Hall.

Krström, B. and Riera, P. (1996), "Is the Income Elasticity of Environmental Improvements Less Than One?". *Environmental and Resource Economics* 7:45-55.

Laarman, J. and Durst, P. (1987) "Nature Travel and Tropical Forests." Raleigh, North Carolina: Southeastern Center for Forest Economics Research, North Carolina State University.

Laroche, M, Bergeron, J, and Barbaro-Forleo G. (2001) "Targeting Consumers Who are Willing to Pay More for Environmentally Friendly Products." *Journal of Consumer Marketing*, 18(6):503-520.

Leavitt, H.J. (1954), "A Note on Some Experimental Findings About the Meaning of Price", *Journal of Business*, Vol. 27 pp.205-10.

Lindberg, K (1991) "Policies for Maximizing Nature Tourism's Ecological and Economic Benefits." Washing, DC: World Resources Institute.

Loomis, John, B. and Douglas, S. White, (1996) 'Economic Benefits of Rare and Endangered Species: Summary and Meta-analysis', *Ecological Economics* 18(3), pp.197-206.



- Luzar, E., Diagne, A., Gan, C. & Henning, B., (1998), "Profiling the Nature-based Tourists: A Multinomial logit approach", *Journal of Travel Research*, Vol.37, No.1, August, pp.48-55
- McCarty, J.A., Shrum, L.J (1994), "The Recycling of Solid Wastes: Personal Values, Value Orientations, and Attitudes About Recycling as Antecedents of Recycling Behavior", *Journal of Business Research*, 30(1):53 – 62.
- McIntyre, R.P., Meloche, M.S., Lewis, S.L. (1993), "National culture as a Macro Tool for Environmental Sensitivity Ssegmentation", in Cravens, D.W., Dickson, P.R (Eds), *AMA Summer Educators' Conference Proceedings*, American Marketing Association, Chicago, IL, 4:153 – 9
- Millar, M. G., & Millar, K. U. (1996). "The Effects of Direct and Indirect Experience on Affective and Cognitive responses and the Attitude-Behavior Relation." *Journal of Experimental Social Psychology*, 32:561-579.
- Moscardo, G. & Salzer, G (2004) "Understanding wildlife Tourism Market", *Wildlife Tourism: impacts, management and Planning*, Common Ground publishing Pty Ltd, Australia.
- Mundt, I. (1994), "Eco-tourism or Ego-Tourism?" in Page, S. J & Dowling R. K (2002), "Ecotourism" Pearson Education Ltd.
- Newsome, D.,More, S.A. and Dowling, R.K. (2001) *Natural Area Tourism: Ecology, Impacts and Management*, Bristol: Channel View Publication.
- Nyssolla, C and Agren, J (2002). " Optimal Park Pricing: A Case Study of Etosha National Park."
- Oellermann, R.G., Darroch, D.A.G. & Klug, J.R. 1994. Valuing Preferences for Wetland Preservation: a Wakkerstroom case study. *African Journal of Range and Forage Science* 11: 89-95.
- Orams, M. B. (1995). "Towards a More Desirable Form of Ecotourism". *Tourism Management*. 16(1): 3-8.
- Pearce, D.W. & Turner, R.K. 1990. *Economics of natural resources and the environment*. in Barnes,J.I , Schier, C & Rooy, G.V. (1997). "Tourists' Willingness to Pay for Wildlife Viewing and Conservation in Namibia", WWF Life Programme, University of Namibia.
- Peninsi, L. and Confer, J.C (2005). "ATTITUDES OF URBAN BAT WATCHERS", *Canadian Association for Leisure Studies*.
- Piirto, R. (1991) Beyond Mind Games: The Marketing Power of Psychographics. in Cleaver, M. and Muller, T.E. (2002) "The Socially Aware Baby Boomer: Gaining a Lifestyle-Based Understanding of the New Wave of Ecotourists". *JOURNAL OF SUSTAINABLE TOURISM* 10:(3)



- Pleumarom, A. (1994). "The Political Economy of Tourism", in Rijkssen, H.D and Meijaard, E. (1999), "Our Vanishing Relative: The Status of Wild Orang-utans at the Close of the Twentieth Century", Kluwer Academic Publishers, London.
- Preece, N., van Oosterzee, P. and James, D. (1995) Two Way Track: Biodiversity Conservation and Ecotourism, An Investigation of Linkages, Mutual Benefits and Future Opportunities. Canberra, Australia: Department of Environment, Sport and Territories.
- Rao, A.R, Bergen, M.E. (1992), "Price premium variations as a consequence of buyers' lack of information", *Journal of Consumer Research*, Vol. 19 pp.412-23.
- Rao, A.R, Monroe, K.B (1988)), "The moderating effect of prior knowledge on cue utilization in product evaluations", *Journal of Consumer Research*, Vol. 15 pp.235-64.
- Rokeach, M. (1973), "The Nature of Human Values". in Cleaver, M. and Muller, T.E. (2002) "The Socially Aware Baby Boomer: Gaining a Lifestyle-Based Understanding of the New Wave of Ecotourists". *JOURNAL OF SUSTAINABLE TOURISM* 10:(3)
- Roozen, Irene and De Pelsmacker, Patrick. (1998), "Attributes of Environmentally Friendly Consumer Behavior", *Journal of International Consumer Marketing*, in Bui, M. H. (2005), 'Environmental Marketing : A Model of Consumer Behavior', *proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators 2005*, pg. 20
- Saltzer, R (2001), "UNDERSTANDING VISITOR WILDLIFE INTERACTIONS: SEAWORLD VISITOR SURVEY", James Cook University, Doughlas, Queensland.
- Samiun (2005), "Orang Utan Sebagai Aset Economy: Analysis Penawaran." *Graduation exercise submitted to School of Business and Economics, Universiti Malaysia Sabah*.
- Sirakaya, E., Sasidharan, V. and Sonmez, S. (1999). "Redefining ecotourism: the need for a supply-side view." *Journal of Travel Research* 38: 168-172.
- Schwartz, S.H. (1994), "Are There Universal Aspects in the Structure and Contents of Human Values?", *Journal of Social issues*, 50(4):19-45
- Shultz, S., J. Pinnazo, and M. Cifunetes (1997), 'Opportunities and Limitations of Contingent Valuation Surveys to Determine National Park Entrance Fees: Evidence from Costa Rica', Selected Papers presented at Annual Meetings of American Agricultural Economic Association, Toronto, Canada.
- Straughan, Robert and Roberts, James. (1999), "Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millennium", *Journal of Consumer Marketing*, Vol. 16, No. 6, pp. 558 – 575. Suchard, H.T. and Polonski, M.J. (1991),
- Swarbrooke, J. and Horner, S. (1999) "Consumer Behaviour in Tourism." Melbourne: Butterworth-Heinemann.
- Tapper, R. (2006) "Wildlife Watching and Tourism: A study on the Benefits and Risks of a Fast Growing Tourism Activity and Its Impacts on Species" UNEP/CMS secretariat, Bonn, Germany.



Tourism Queensland (1999) *Ecotourism Consumer Research: A National Domestic Survey*. Brisbane, Australia: Environmental Tourism Department, Queensland Government.

Triandis, H.C. (1993), "Collectivism and Individualism as Cultural Syndromes", *Cross cultural research*, 27(3):155-80

Turpie, J.K. 1996. "A Preliminary Economic Assessment of De Hoop Nature Reserve" in Barnes, J.I., Schier, C. & Rooy, G.V. (1997). "Tourists' Willingness to Pay for Wildlife Viewing and Conservation in Namibia", WWF Life Programme, University of Namibia.

Valentine, P. S. (1993). "Ecotourism and Nature Conservation: A Definition with some Recent Developments in Micronesia." In Higham, J.E.S.; Carr, A.M. and Gale, S. (2001). *Ecotourism in New Zealand: Profiling visitors to New Zealand Ecotourism Operations*. No.10 Dunedin. New Zealand. Department of Tourism, University of Otago.

Vedder, A. and Weber, W. (1990). "Mountain Gorilla Project, Rwanda" in Rijkssen, H.D. and Meijaard, E. (1999), "Our Vanishing Relative: The Status of Wild Orang-utans at the Close of the Twentieth Century", Kluwer Academic Publishers, London.

Weaver, D (1999) "Ecotourism as a Tool for Development in Peripheral Regions", *Annals of Tourism Research*, 26(4):792 – 816

Weigel, R. H. (1977), "Ideological and Demographic Correlates of Proecological Behavior", *The Journal of Social Psychology*, 103, 39 – 47.

Weiler, B. and Richins, H. (1995) "Extreme, Extravagant and Elite: A profile of Ecotourists on Earthwatch Expeditions". *Tourism Recreation Research* 20 (1), 29–36.

Wight, P. (1996). "North American Ecotourists: Market Profile and Trip Characteristics", *Journal of Travel Research*, 34(4):2-10

Wight, P.A. (1993) Sustainable tourism: Balancing Economic, Environmental and Social Goals within an Ethical Framework. *The Journal of Tourism Studies* 4, 54–66.

Yavuz, N.F. 1994. "A Market Segmentation Study of Visitors To North Cyprus Through Importance-Performance Analysis of Destination Attributes". *Virginia Polytechnic Institute and State University*.

Yuan, M. S., and N. Moisey (1992). "The Characteristics and Economic Significance of Visitors Attracted to Montana Wildlands." *Western Wildlands*, 18 (Fall): 20-24.

Websites:

Eco Current http://ecotourism.org/pdf/newsletters/Q1_2004.pdf
Assessed on: 20th March 2006.

