Examination of Conservation Awareness, Future Sustainability and Conservation Readiness on Tourists’ Attitude towards Marine Conservation Behavior in Malaysia’s Marine Park

Farah Nadhirah Yazid, Samshul Amry Abdul Latif & Baiduri Zaiyanna Mohd Farudz

Dept of Tourism, Kulliyyah of Languages and Management, International Islamic University Malaysia
Introduction

• Malaysia's marine tourism potential has grown over the past two decades, partly attributed to the *National Ecotourism Plan 2016-2025*, which focuses on marine parks, islands, beaches, waste disposal, healthcare, and safety.

• Malaysia's *Tourism Transformation Plan (MTTP) 2020* demonstrated the nation's commitment and importance of marine tourism to the economy.

• The involvement of tourists as stakeholders in conservation efforts is crucial. The involvement, includes in marine park development decisions participation and conservation activities.
Literature Review

- **Conservation Awareness & Future Sustainability**
  - (Abidin, Mohd Zahari & Osman 2019)

- **Conservation Readiness**
  - Pepe (2010); Allkins et al., (2021); Thapa et al., (2006)

- **Attitude Towards Marine Conservation Behavior**
  - Masud, Kari, Yahaya & Al-Amin (2014)

Research Hypotheses

H1 **Conservation awareness** has a positive influence on attitude towards marine conservation behavior.

H2 **Future Sustainability** has a positive influence on attitude towards marine conservation behavior.

H3 **Conservation readiness** has a positive influence on attitude towards marine conservation behavior.
Research Framework

Conservation Awareness

Future Sustainability

Conservation Readiness

Attitude Towards Marine Conservation Behavior
Methodology

- The inclusion criteria: Malaysians who had visited any marine parks in Malaysia.
- Quantitative approach & convenience sampling through online survey questionnaire (Google Form)
  - Facebook, Whatsapp and Instagram
- Obtained 202 participants
- IBM-SPSS version 26, Multiple Regression Analysis
Results (Descriptive Statistics)

- 22% Males and 78% Females
- 71% are 20 - 29 years old, 77% are single, 53% employed, 67% visits a marine park at least once a year, 49% earned < RM 1000/month.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes towards Marine Conservation Behavior</td>
<td>4.15</td>
<td>.753</td>
<td>.752</td>
</tr>
<tr>
<td>Conservation Awareness</td>
<td>3.82</td>
<td>.784</td>
<td>.789</td>
</tr>
<tr>
<td>Future Sustainability</td>
<td>4.66</td>
<td>.436</td>
<td>.831</td>
</tr>
<tr>
<td>Conservation Readiness</td>
<td>2.81</td>
<td>.946</td>
<td>.740</td>
</tr>
</tbody>
</table>
## Results

- **Coefficient Analysis**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Std. Coef.</th>
<th>t-values</th>
<th>Sig.</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Awareness</td>
<td>.047</td>
<td>0.738</td>
<td>.461</td>
<td>H1 Not Supported</td>
</tr>
<tr>
<td>Future Sustainability</td>
<td>.295</td>
<td>4.987</td>
<td>.000</td>
<td>H2 Supported</td>
</tr>
<tr>
<td>Conservation Readiness</td>
<td>.471</td>
<td>7.486</td>
<td>.000</td>
<td>H3 Supported</td>
</tr>
</tbody>
</table>

- Dependent Variable: Attitudes towards Marine Conservation Behavior
Discussions and Findings

AWARENESS **DOES NOT** GUARANTEE CONSERVATION PARTICIPATION

MAY NEED **MORE PREPARATION** BEFORE GETTING INVOLVED IN CONSERVATION EFFORTS

IMPORTANT FOR POLICYMAKERS TO STRATEGIZE ON HOW TO **MOTIVATE/EDUCATE** TOURISTS TO PARTICIPATE IN MARINE CONSERVATION.
Dr. Samshul Amry Abdul Latif
IIUM Pagoh, Muar, Johor
+6014 6289614
lium_samshul@iium.edu.my