



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

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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 **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)

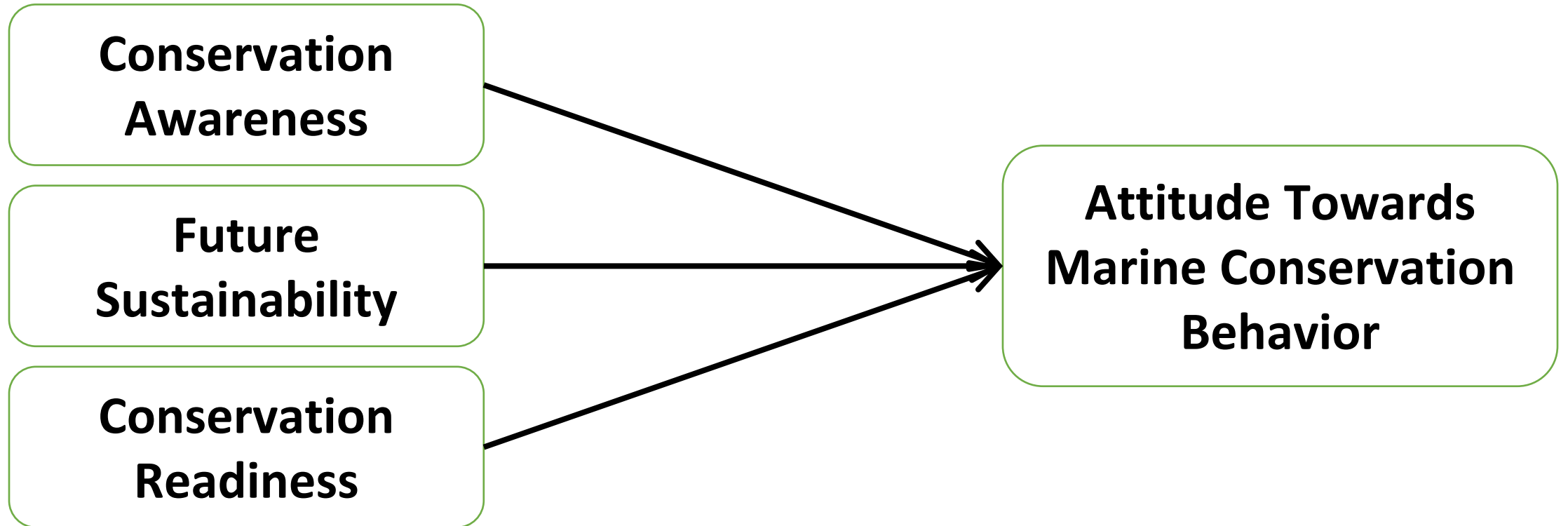
- **Attitude Towards Marine Conservation Behavior**
- Masud, Kari, Yahaya & Al-Amin (2014)

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



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.

Variables	Mean	Std. Deviation	Reliability
Attitudes towards Marine Conservation Behavior	4.15	.753	.752
Conservation Awareness	3.82	.784	.789
Future Sustainability	4.66	.436	.831
Conservation Readiness	2.81	.946	.740

Results

- **Coefficient Analysis**

Variables	Std. Coef.	t-values	Sig.	Decision
Conservation Awareness	.047	0.738	.461	H1 Not Supported
Future Sustainability	.295	4.987	.000	H2 Supported
Conservation Readiness	.471	7.486	.000	H3 Supported

- *Dependent Variable: Attitudes towards Marine Conservation Behavior*

Discussions and Findings



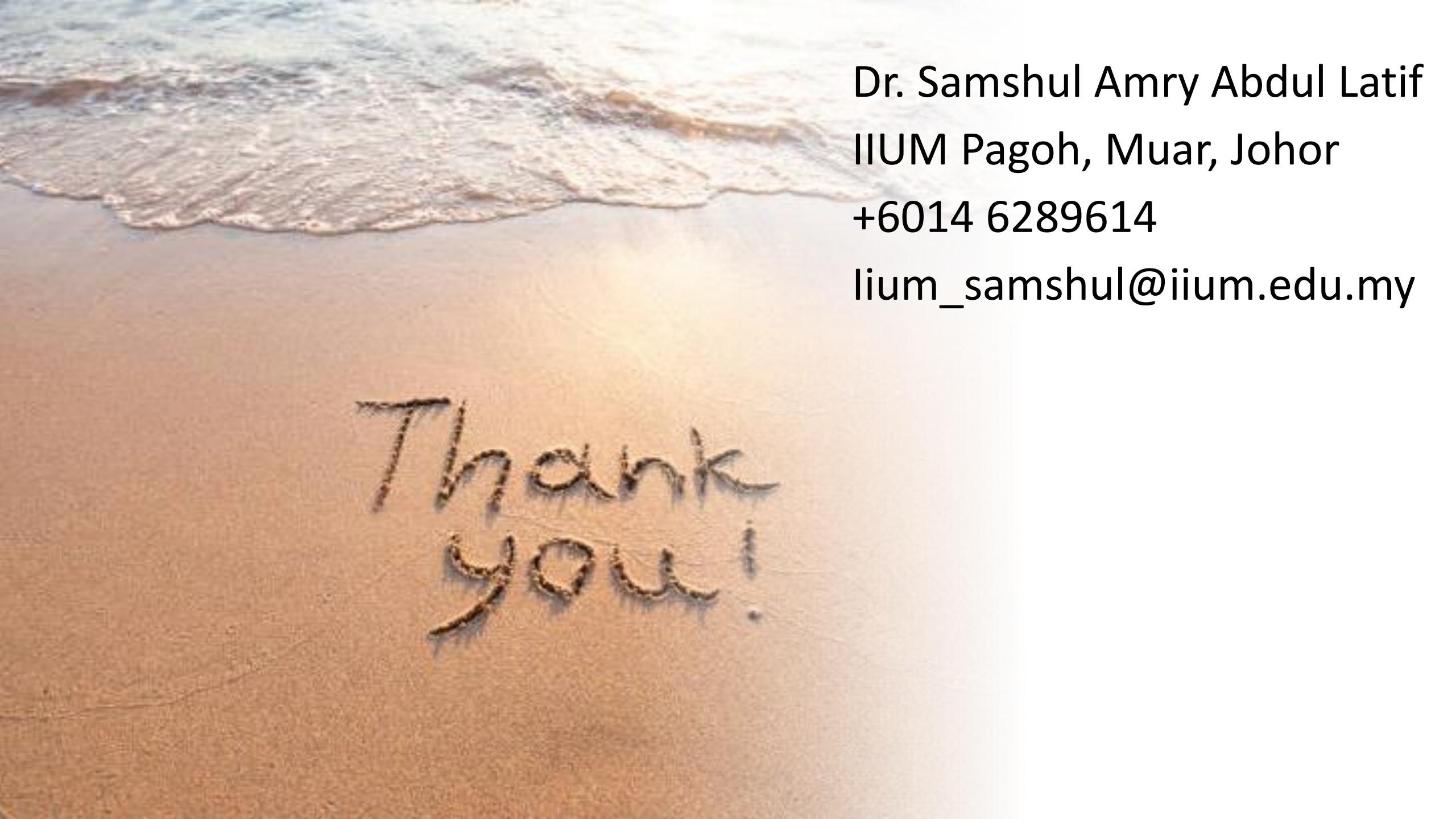
AWARENESS **DOES NOT** GUARANTEE CONSERVATION PARTICIPATION



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.



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Thank
you!