

ENVIRONMENTAL CONCERN: ANTECEDENTS OF ECOTOURISM VISIT INTENTION WITH TIME PERSPECTIVE AND DESTINATION IMAGE AS DETERMINATION VARIABLES

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Abstract

Environmental damage and sustainability become the center of attention along with climate change today. One of the interesting things is the change in behavior in the consumption of products categorized as "green", including in terms of choosing tourism destinations. Environmentally friendly tourism destinations or ecotourism is increasingly becoming an option for those who care about the environment. Ecotourism is also used by many countries, including travel agents, to increase their economic value or profit. This study aims to investigate how the role of environmental concern as antecedent of ecotourism visit intention mediates the influence of future time perspective and destination image toward ecotourism visit intention. This research involved 200 respondents who had visited ecotourism destinations at least twice, which was obtained using a convenience sample approach. The data were analyzed using Structural Equation Modelling (SEM) which were processed using the SmartPLS 4.0 statistical package. The result shows that future time perspective and destination's image positively impact ecotourism intention. Future time perspective and destination's image also influence ecotourism intention indirectly through environmental concern as the mediating variable. As an implication, the government and travel agents improve service readiness and perception of high-value propositions to develop a better destination image.

Keywords: Ecotourism; Destination Image; Ecotourism Intention

JEL Classification: C12, C51, D71, M31

Article History: Submitted: 2023-05-12; Revision: 2023-07-12; Accepted: 2023-07-13; Published: 2023-07-28

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How to Cite: Wismantoro, Y., Susilowati, M. G. W. K., Chasanah, A. N., & Aryanto, V. W. A. (2023). Environmental Concern: Antecedents of Ecotourism Visit Intention with Time Perspective and Destination Image as Determination Variables. *Media Ekonomi dan Manajemen*, 38(2), 399-413.

INTRODUCTION

The world's awareness of the environment began to resound and become the center of attention along with climate

change due to global warming, which makes the weather erratic and many natural disasters. As a result, there is a change in behavior in the consumption of products categorized as "green", including

choosing tourism destinations. Therefore, environmentally friendly tourism destinations or ecotourism is increasingly becoming an option for those who care about the environment. One solution related to tourism is the application of the principle of a sustainable traveller when travelling. Sustainable traveller is how tourists care for the environment and nature in their destinations.

Tourism also has a strategic role in the economy; therefore, it is a national priority for development. Besides being a source of foreign exchange, average spending also revives the domestic economy and absorbs labor. Foreign exchange earnings 2019 amounted to IDR 280 trillion, and in 2020 amounted to IDR 140 trillion. Apart from being a reliable source of foreign exchange with a contribution of US \$ 19.29 billion in 2018, average spending (Average Spending Per Arrival /ASPA) also revived the domestic economy and absorbed employment. In 2018, foreign tourists had an Average Spending Per Arrival (ASPA) of US\$1,220 (around Rp.17,690; 1 US \$ = IDR 14,500). Assuming 90,000 people per month and the 2018 ASPA of US \$ 1,220, almost US \$ 110 million in spending did not occur because of Covid 19. If 2019, foreign exchange from tourism reached IDR 280 trillion, in 2020, it is estimated that it will only be IDR 140 trillion (Ronald Ricardo, 2019). Therefore, the tourism sector can be accelerated as part of the National Economic Recovery (NER). Tourists visiting Indonesia can enjoy the beautiful natural scenery, the beauty of exotic flora and fauna, and adventure experiences. Ecotourism is 35% of the leading natural tourism product portfolio, according to the Ministry of Tourism and Creative Economy (Kia, 2021). Tourism has also been proven to positively raise the economic activity of the local community (Susilowati et al., 2017)

The tourism industry is a concern to various countries to compete strictly for

profits (Chi & Pham, 2022; Jeong & Kim, 2020). Ecotourism is one of Indonesia's three main engines projected to generate world tourism foreign exchange. However, this ecotourism has a potential that is less profitable for the tourism industry, as tourist destinations in general, which is not just ordinary tourism that must be profitable and beneficial, such as selling the local economy, conservation, environmental education, and respecting the local community in that place (Lemy et al., 2019). Therefore, it is crucial for ecotourism service providers and the government to formulate proper strategies for marketing ecological-based tourism destinations. Investigating what factors influence ecotourism interest and how these factors or variables are related is imperative. This investigation is needed to develop more effective and efficient strategies for encouraging tourists to behave in visiting ecotourism destinations. Thus, the goal of obtaining profits while conserving the environment, reducing the impact of climate change, and increasing the empowerment of local communities can be optimally achieved.

Regarding the factors that influence interest in ecotourism, some literature states that individual perceptions and time perspectives on destination image are essential in determining tourist destinations. However, empirical studies on the relationship between time prospects, destination image, and environmental awareness on ecotourism intentions are still relatively limited, so more in-depth studies are needed and produce different findings regarding the different relationships between time prospects, destination image, and environmental awareness on ecotourism intentions. According to Thi Khanh & Phong (2020), experiences in the past, present and future perspectives are critical in creating a responsible attitude towards the environment. There are studies investigating the time perspective of tourists and eco-destination image on tourist intentions to visit ecotourism

destinations, considering the mediating role of environmental concerns (Chi & Pham, 2022; Pham & Khanh, 2021; Thi Khanh & Phong, 2020b). In contrast, Brocado's (2019) study revealed that time perspective has no relationship with tourism image. Brocado's study revealed that the time perspective did not relate with the tourism image since he found out that the tourism plan to visit could be impromptu.

Therefore, this previous study supported the research gap of this study. There is a gap to carry out advanced studies, which further emphasize how the actual relationship between the time perspective of tourists and eco-destination image on tourist intentions to visit ecotourism destinations. Indonesia with various ecotourism potentials is an appropriate locus to implement advanced studies on related topics. Indonesia, with various ecotourism potentials and the government's efforts to promote these potentials, is an appropriate locus to implement advanced studies on related topics.

This paper significantly contributes to the development of ecotourism research by highlighting two important determinants driving tourists' intention to visit destinations, namely Time Perspective and Destination Image, which have been neglected in the existing travel literature. In addition, this paper also provides a better understanding of the role of tourists caring for the environment. It can be illustrated how environmental concern of tourists can transfer the effects of Time Perspective and eco-destination image on their intention to visit ecotourism sites. In this regard, previous research has shown that environmental concern is one of the key antecedents of ecotourism intentions, but its role as a mediator has not been explored in depth.

The ecotourism concept offers various benefits. However, it cannot be denied that problems with implementing it are also increasingly emerging, such as criticism of

the first ecotourism concept related to environmental issues (Dagustani et al., 2021; Wismantoro et al., 2022). This criticism includes the lack of awareness and knowledge of tourists and local people of the region. In addition, it is associated with the management and objective of the government in the concept of ecotourism in promoting conservation and taking firm action in managing environmental problems (Shi et al., 2022). Therefore, further research is needed regarding the effect of eco-destination images on eco-friendly tourist behaviour, which can stimulate and increase tourist intention to go to ecotourism destinations.

This study proposes to investigate the factors that affect the intention to do ecotourism (ecotourism intention) and how these factors are related. The variables to be investigated refer to the ecotourism literature, which emphasizes two determinants to increase the attractiveness of ecotourism destinations. Those are the perspective of time and the image of an eco-destination. The investigation was carried out by developing the hypothesis that ecotourism intention is influenced by the perspective of time and the image of an eco-destination with environmental concern as an intervening or mediating variable.

LITERATURE REVIEW

Ecotourism Intention

In tourism and travel, a lot has been discussed about nature-based tourism, eco-travel, or ecotourism (Thi Khanh & Phong, 2020). Ecotourism is activities in which decision-makers, tourism agents, tourists, and local communities enable tourists to travel to pristine areas where they can enjoy, admire and learn about the nature and culture of ecotourism in a way that not exploit natural resources but commit to the development. Sustainable. This concept contributes an integrated view of ecotou-

rism involving several types of stakeholders.

This research refers to ecotourism as a form of tourism that emphasizes preserving natural spheres. Therefore, this study prescribes ecotourism as the intention of tourists to travel to an ecotourism destination. To understand ecotourism from the demand side, one can refer to the existing and developing ecotourism literature, especially concerning the factors of ecotourism behaviour, where the environmental concern is widely proven as an antecedent. However, the empirical literature on the demand side of ecotourism boosts to pay more attention to ecotourism intentions. At the same time, research has focused more on understanding ecotourism consumer preferences, satisfaction, and demographic characteristics (Huang & Liu, 2017; Pham & Khanh, 2021; Teeroovengadum, 2019).

Furthermore, several works of literature that support ecotourism intentions pay attention to the impacts of factors such as encouragement (Hultman et al., 2015). Furthermore, attitudes towards ecotourism (Teeroovengadum, 2019; Zhang & Lei, 2012), environmental concerns (Huang & Liu, 2017), environmental knowledge (Schaffer & Tham, 2020), ecotourism experiences (Huang & Liu, 2017) and identity environment (Teeroovengadum, 2019) are related with ecotourism intentions. However, most researchers must consider time perspective and destination image's significance in environmental concerns and ecotourism intention. In addition, the concept of citizens' attitudes towards tourism, according to (Hadinejad et al., 2019), revealed a knowledge gap in understanding time perspectives, destination image, and environmental concerns in influencing ecotourism intentions.

Future Time Perspective, Environmental Concern, and Ecotourism Intention

The time perspective variable cites one's experiences in the past, present, and future (Shi et al., 2022). Ahmad et al. (2022) added that the time perspective is how an individual considers the importance of time in the past, present, and future. One's view of the past tends to be highly respectful and proactive in reflecting on past experiences (Orams, 2012). Their experience has a present-day-oriented perspective and focuses on outlining to achieve long-term goals (Lu et al., 2016).

Future time perspective positively correlated with environmental awareness. When someone cares about the future, they will also consider what will happen to future generations. They do not want to see future generations suffer from an over-exploited environment. Therefore, future-oriented people are likely to pay more attention to environmental issues. Research by Shi et al. (2022) provides empirical evidence that environmental preservation correlates with future orientation positively. It was also proven by Orams (2012), which illustrates that the future time perspective has a significant role in shaping individual attitudes and behaviour towards the environment. Pham & Khanh (2021) and Doran et al. (2017) also support that future time perspective positively correlates with environmental activism. It means someone with a future perspective will be more aware of environmental protection. Thus, this study hypothesizes:

H1. Future time perspective is positively correlated to environmental concern.

The eco-destination image is positively related to concern for the environment. Other factors can influence the frequency of these visits, but a person's attitude towards the environment is determined by the experience of visiting a tourist spot. A study by Chi & Pham (2022) showed that environmentally responsible behaviour is

related to knowledge of environmental cases related to factors such as education and experience. Puhakka (2011) states that environmentally responsible behaviour arises when buyers are aware of the impact of their actions on the environment. This attitude can form a positive experience of the environment and encourage people to care more about the environment (Orams, 2012). Therefore, the condition of the physical environment can influence tourists' perceptions and emotions towards the environment. According to Chiu et al. (2014), eco-destination images can trigger respect for the environment and shape environmentally responsible behaviour in tourists. In short, the image of an environmentally friendly destination can arouse tourists' concern for the environment. Therefore, this study proposes the following:

H2. Eco-destination image is positively associated with environmental concern.

Future time perspective is positively related to the intention to engage in ecotourism. The aspect of time perspective has yet to receive much attention in ecotourism literature. However, previous studies on environmental behaviour, Chi & Pham (2022) suggest that future time orientation is related to pro-environmental behaviour. Recent tourism research also highlights the role of time perspective in shaping ecotourism intentions. Individuals with a future-time perspective tend to be more concerned about the environment and behave responsibly. They prefer to visit tourist destinations that promote environmental conservation and avoid products or services that harm the environment. Ecotourism offers tourism products that align with their values (Dagustaniet al, 2021; Hadinejad et al., 2019; Pham & Khanh, 2021). Thus, individuals with a future-time perspective tend to choose ecotourism when selecting

tourism products. Therefore, this study proposes the following:

H3. Future time perspective is positively associated with ecotourism intention.

There is a positive association between eco-destination image and ecotourism intention. In the service industry, various research studies indicate a negative correlation between satisfaction and visit frequency (Chi & Pham, 2022; Pham & Khanh, 2021; Teeroovengadum, 2019). Specifically, Ahmad et al. (2022) delved into the effect of visit frequency on the link between service quality and tourist satisfaction concerning the destination's image. This connection facilitates a surge in tourist visits on their subsequent trip. Destination image is an individual's overall perception or impression of a place (Dagustani et al., 2021). Therefore, the destination image plays a critical role in travel decisions. This study influences the decision-making process related to goal selection and post-decision behaviour state, which includes participation, evaluation, and future behavioural intentions (Pham & Khanh, 2021; Quynh et al., 2021). When tourists hold a positive image of a particular location, they are expected to increase the number of visits to that place. Empirical studies (Chiu et al., 2014; Huang & Liu, 2017) have shown that destination image positively and significantly affects travel intentions. If an eco-destination appears appealing to tourists, they are more likely to visit the eco-destination area. Therefore, this study argues that:

H4. Eco-destination image is positively associated with ecotourism intention.

Environmental Concern and Ecotourism Intention

Individual awareness of the importance of preserving the environment is a reference for caring for the environment. Environmental care motivation offers a valuable framework for exploring environmentally responsible behaviour (Chiu et

al., 2014) - responsible behaviour towards environmental sustainability results from environmental attitudes (Dagustani et al., 2021; Huang & Liu, 2017; Teeroovengadum, 2019). People aware of the importance of protecting natural wealth tend to be environmentally responsible when they travel. They prefer ecotourism over other types of tourism because they believe that ecotourism can help achieve sustainable development by reducing the negative impact of tourism on the environment. Holden (2019) emphasizes the importance of applying the concept of tourism ethics to create a sustainable and responsible tourism environment.

Empirical research shows that environmental concern significantly influences tourists' decisions to choose ecotourism. Thi Khanh & Phong (2020) found that environmental attitudes strongly influence tourists' intention to visit ecotourism sites. According to Chiu et al. (2014), environmental awareness and environmentally responsible behaviour are prerequisites for ecotourism. Teeroovengadum (2019) also found that trust in the environment positively impacts tourists' intentions to visit ecotourism destinations. Therefore, the hypothesis proposed is that environmental awareness positively relates to the intention to choose ecotourism. Thus the proposed hypothesis:

H5. Environmental concern is positively related to ecotourism intention.

Figure 1 illustrated the conceptual framework for this research.

RESEARCH METHODS

Research Design and Sample Method

This study uses a quantitative approach with a survey design as the data collection procedure. The minimum sample size to be surveyed in this study was calculated by taking into account effect size, error probability, statistical power, the number of exogenous constructs as predictors, and the number of endogenous constructs as predictors. The study used G*Power software to calculate the minimum sample (Chao-kromthong & Sintao, 2021), with multiple regression linear statistical tests, moderate effect size $f^2 = 0.15$, α error probability = 0.05 and power statistic $(1-\beta$ error probability) = 0.95, the number of predictor variables in the model = 2, and the number of criterion variables = 2 (Faul, Erdfelder, Lang, & Buchner, 2007). The calculation results show that the minimum sample required in this study is 107. The sampling technique used is convenience sampling, primarily because they are available, willing, or easy to access or contact on a practical level. The respondents are people who intend to visit ecotourism sites. This research was conducted from November 2022 to April 2023, and was collected 200 answers.

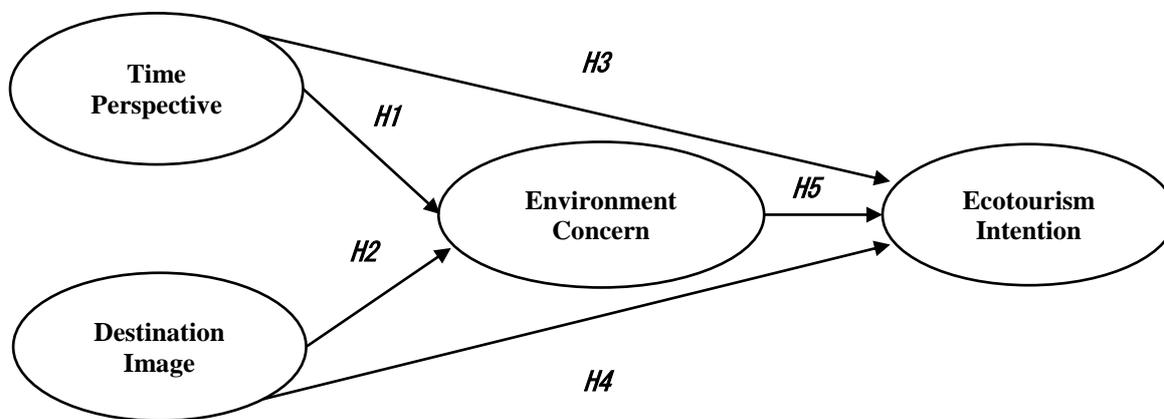


Figure 1. Conceptual framework

Measurement and Data Collection

In order to track the ecotourism visit intention influenced by future time perspective and destination image through environmental concern in line with the research objectives, the variables studied include tourism visit intention variables influenced by future time perspective and destination image and environmental concerns. Measures for time perspective variable were taken by Lu et al. (2016) with four indicators that believe that person's day should be planned, the plans are pretty well laid out, make a list of things to do, and complete the project on time. Destination images adopted from Chiu et al. (2014) with indicators of political stability, beautiful landscape, a good reputation, and unpolluted or unspoiled. Indicators for environmental concern were developed based on a study by Chiu et al. (2014), namely when it interferes with nature it produces disastrous, humans are severely abusing the environment, plants and animals have many rights as humans, and the balance of nature is very delicate. Finally, the ecotourism intention was adopted from Hultman et al. (2015) and Huang & Liu (2017) with indicators chose ecotourism in traveling, intent to visit an eco-tourism destination, properly choosing an ecotourism tour, and thinking ecotourism is right.

The data collected using questionnaire approach with five Likert scale, namely 1 for strongly disagree to 5 for strongly agree. Before the questionnaires were distributed, a pilot test was carried out on a small scale (25 visitors at Kebon Indah Bayat Klaten tourists) to ensure the clarity of the questions. The results showed that all research construct items were reliable and valid (Cronbach's alpha coefficient for each construct was 0.75 to 0.85).

Data Analysis

This study uses a multivariate analysis method, namely Partial Least Square Structural Equation Modeling (PLS-SEM).

PLS-SEM is suitable for analysis related to the prediction perspective, the structural model is complex, aims to explore theory development, and the population is limited (Hair, Risher, Sarstedt, & Ringle, 2019). In addition, in the structural model, there are measurements of four reflective latent constructs (Hair, Hult, Ringle, & Sarstedt, 2022). The model evaluated in second step, namely measurement model to validity and reliability test, and structural model test to describe the relationship between the latent construct (Hair Jr, Sarstedt, Ringle, & Gudergan, 2017).

RESULT AND DISCUSSION

Respondents Profile

Overall, this research involved 200 respondents who intend to visit ecotourism sites with the characteristics: there are 45% male and 55% female with an age of more than 30 years (80%). In addition, respondents are also quite relevant to the decision-making process of ecotourism intention because 50% of respondents have a frequency of travelling above two times a year. Most respondents are workers, so they tend to make decisions independently. [Table 1](#) presents the respondent's profile in detail.

Table 1. Respondents Profile

Demographics	%
Gender	
Male	45
Female	55
Age	
21-30	19.5
31-40	29
41-50	37
Above 50	14.5
Frequency of travelling	
Below 2 times	41
2-4	52
Above 4	7
Job	
Student	22
Government staff	29
Private Staff	35
Other	14

Measurement Model Testing

PLS-SEM analysis in this study includes convergent validity, discriminant validity, quality fit models, and path coefficients. All calculations are performed with the use of SmartPLS 4 software (Ringle, Wende, & Becker, 2022). The calculation results can be displayed in [Figure 2](#) which is the estimated the intention ecotourism diagram.

Convergent validity is when a set of indicators represents a latent variable and the underlying latent variable. This measurement aims to determine the validity of each relationship among indicators and constructs or latent variables. [Table 2](#) shows that all indicators are valid with a loading factor above 0.7 (Hair, Hult, Ringle, & Sarstedt, 2016). Referring to these provisions, the relationship between indicators and constructs or their latent variables in this study is valid; therefore, no items must be excluded from the model. Further values show that Cronbach's alpha, Rho-A, and composite reliability was greater than 0.7, and the Average Variance Extracted (AVE) value higher

than 0.5. Thus the internal reliability of the constructs was fulfill (Nunnally, 1978).

Structural Model

After testing the outer model met, testing the inner (structural) model is carried out. It is evaluated by looking at the R-Square value of the dependent construct and the t-statistic on the path coefficient test. The higher the R-Square, the better model is. Meanwhile, the path coefficient indicates the effect of the variable's hypothesized influence on another variable in the model. The analysis of variance (R^2) aims to determine the effect of the independent variables on the dependent variable. Table 4 shows the coefficient of determination. The R-Square value shows that the Time perspective and Destination Image variables can explain the Environment Concern by 52.8%. Other constructs outside this model explain the remaining 47.2%. While the Time perspective, Environmental Concern and Destination Image explain the Ecotourism Intention variable of 66.1% and the remaining 33.9% is explained by other variables outside those examined in this study.

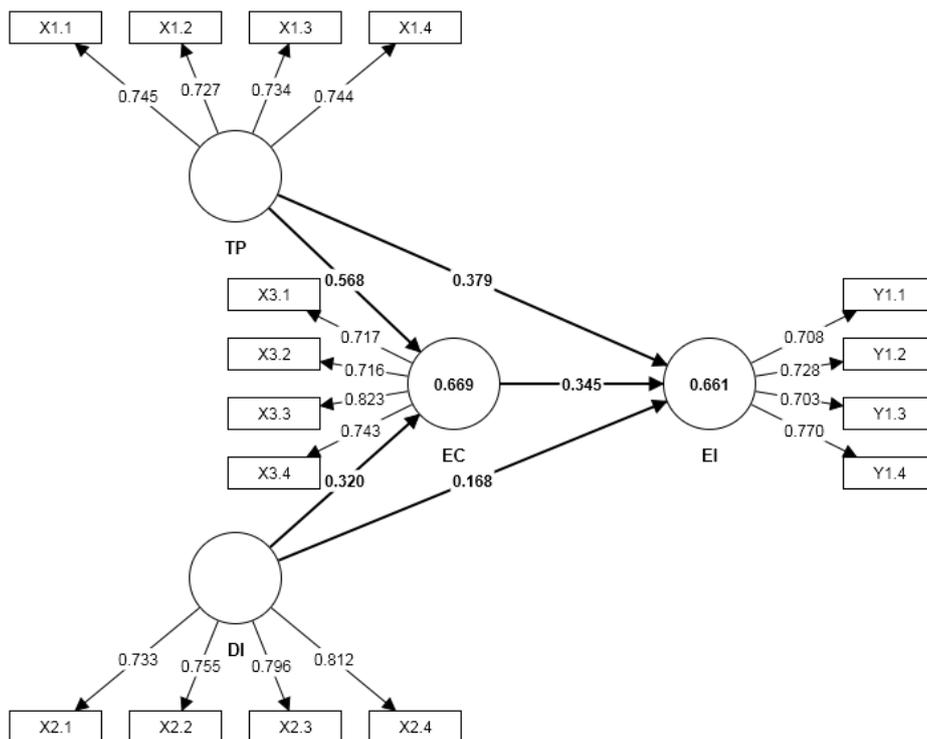


Figure 2. PLS-SEM Result Model

Table 2. Measurement Model Result

Variable and Indicator	Outer Loading	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted
Time Perspective		0.742	0.748	0.837	0.564
X1.1- Believe that person's day should be planned	0.745				
X1.2- The plans are pretty well laid out	0.730				
X1.3- Make a list of things to do	0.731				
X1.4- Complete the project on time	0.745				
Destination images		0.703	0.703	0.818	0.530
X2.1-Political stability	0.713				
X2.2-Beautiful landscape	0.720				
X2.3-A good reputation	0.820				
X2.4- Unpolluted	0.745				
Environmental Concern		0.778	0.783	0.857	0.600
X3.1- when it interferes with nature it produces disastrous	0.730				
X3.2-Humans are severely abusing the environment	0.758				
X3.3- plants and animals have many rights as humans	0.795				
X3.4- The balance of nature is very delicate	0.812				
Ecotourism Intention		0.721	0.721	0.827	0.544
Y1.1- Chose ecotourism in traveling	0.708				
Y1.2- Intent to visit an eco-tourism destination	0.728				
Y1.3- Properly choosing ecotourism tour	0.703				
Y1.4- Thinking ecotourism is right	0.770				

Standardized Root Mean Square Residual (SRMR) is the difference between the observed and implied correlations in the correlation matrix model so that you can see the average magnitude between the observed and expected correlations as an absolute measure of the fit criteria (model). The SRMR value in [Table 3](#) less than 0.10 is considered fit. The Normal Fit Index (NFI) has values ranging from 0 to 1. NFI values > 0.90. The closer the NFI is to 1, the better the fit. Table 4 shows that the model developed in this study is a fit model according to the SRMR measure (SRMR = 0.081) but not fit according to NFI (NFI = 0.733). Low NFI is possible if a small sample is used.

Hypothesis Testing

The six causal relationships hypothesized in this study were all statistically proven. Hypothesis testing is carried out based on the results of the inner model testing (structural model), including R-Square, path coefficients, and T-statistics. The values to note are the significance values between constructs, T-statistics, and P-Values using SmartPLS 4.0 package through Bootstrapping testing. The criteria used in this study were the T-statistic >1.96 with a significance level of P value of 0.05 (5%) and a positive beta coefficient.

[Table 3](#) shows the hypothesis testing. It shows that all the relationships hypothe-

sized in this study are statistically proven. The results strengthen the significant impact of environmental concern on ecotourism intentions. Further results show that environmental concern, destination image, and time perspective positively influence ecotourism intention. These results align with previous research on environmental values as one of the factors forming awareness to protect the environment (Lu et al., 2016; Pham & Khanh, 2021a). The future time perspective is proven to have a positive effect on environmental concerns with a path coefficient of 0.309 and a P-Value of 0.0001. The longer one's perspective is ahead, the higher the environmental concern. Eco-destination image is positively associated with environmental concerns. Statistically, the hypothesis is proven by a positive coefficient of 0.460 with a P-Value of 0.000. That is, the higher/better a person's perception of the destination image, the higher the environmental concern. Hypothesis 3, which states that the Future time perspective is positively associated with ecotourism intention, is statistically proven with a path coefficient of 0.378 and a P-Value of 0.000. Likewise, hypothesis 4 states Eco-destination image is positively associated with ecotourism intention. This hypothesis is proven by a path coefficient of 0.346 and a P-Value of 0.000, which means that the better a person's perception of the Destination Image, the more his concern for the environment (environment concern). This study also accepts hypothesis 5, which states that environmental concern has a positive effect on ecotourism intentions.

Discussion

The results align with previous research examining how pro-environmental attitudes relate to the desire to visit ecotourism destinations. While previous studies may have varied in their specific areas of investigation, such as environmental beliefs, attitudes, identity, or concerns, they all found a positive correlation between these factors and the intention to participate in ecotourism. These findings significantly contribute to the ecotourism movement, highlighting the crucial role of environmental ethics in promoting sustainable tourism practices. It also provides a better understanding of the role of individual environmental concerns in their decision to undertake ecotourism trips. As conceptualized by Bertella (2019), the results of this study support the importance of environmental ethics in sustainable tourism development. Individual environmental concern is an abstract concept that reflects their level of concern for the environment, and this study confirms that this factor contributes significantly to the intention to engage in ecotourism. These findings also support Holden's (2019) systematically explained view, highlighting the important role of environmental ethics and the need for environmental ethics education in tourism. Thus, this research strengthens the understanding of the importance of environmental care in ecotourism and provides a foundation for more sustainable tourism development efforts through an emphasis on environmental ethics.

Table 3. Line Coefficient-Hypothesis-testing

Hypotheses	Relationship	Estimate	Stdev	t-statistic	P-Values	R Square
H1	X1 ->Y1	0.309	0.091	3.387	0.001	0.661
H2	X2 -> Y1	0.460	0.097	4.743	0.000	
H3	X1 -> Y2	0.378	0.065	5.806	0.000	0.528
H4	X2 -> Y2	0.346	0.075	4.593	0.000	
H5	Y1 -> Y2	0.167	0.063	2.669	0.008	

SRMR = 0.081, d_ ULS=0.900, d_ G = 0.332, Chi-square = 365.841, NFI = 0.733

Furthermore, it is hypothesized that the future time perspective influences ecotourism intention directly and indirectly through its influence on environmental concerns. Against this hypothesis, this study confirms that the future time perspective has a significant positive direct influence on ecotourism intentions and environmental concerns. Likewise, environmental concerns influence ecotourism intentions positively and significantly (Lu et al., 2016; Pham & Khanh, 2021; Samkin, G. and Wingard, 2021). These findings align with the previous studies, which show that time perspective has an effect on pro-environmental attitudes and behaviors. Present-oriented individuals tend to care less about the environment than future-oriented people (Shi et al., 2022; Orams, 2012; Pham & Khanh, 2021; Doran et al., 2017). Time perspective is an enhanced perspective when events are viewed from a certain distance in time. It is the way a person and or culture divides human experiences/events into separate temporal categories of the past, present and future. If someone thinks he still has a long time, the individual will delay deciding to consider more things. Future time perspective is a psychological attribute that influences one's decisions and one's perspective.

This study found that future time perspective is positively associated with ecotourism intention. This result aligns with previous findings, emphasizing the importance of environmental values in shaping awareness about protecting the environment (Luo, 2016; Pham & Khanh, 2021; Thi Khanh & Phong, 2020b). These findings also provide empirical evidence to support identity theory in the ecotourism context. According to McNally & Maroun (2018), tourists with a strong identification with the environment tend to show positive attitudes and interest in environmentally friendly ecotourism. They are also more likely to resist economic behaviour that conflicts with their environmental values. This study high-

lighted that increasing environmental awareness is the main goal for promoting positive attitudes and interest in ecotourism (Pham & Khanh, 2021). Therefore, individuals with high environmental identification will prefer ecotourism, even at a higher price (Teeroovengadam, 2019; Thi Khanh & Phong, 2020b)

Destination image is proven to have a significant positive effect on ecotourism intention and environmental concern. This finding aligns with the study conducted by Afshardoost & Eshaghi (2020); many factors can influence the success of the type of tourism, so each action or strategy adopted must be closely related to guaranteeing tourist satisfaction. The overall image of a destination is an antecedent of satisfaction. This result also aligns with previous findings, emphasizing the importance of environmental values in shaping awareness about protecting the environment (Luo, 2016; Pham & Khanh, 2021; Thi Khanh & Phong, 2020b).

As found by Thi Khanh & Phong (2020), Chiu et al. (2014), and Teeroovengadam (2019), the result of this study shows environmental concern has a significant positive impact on Ecotourism Intention. These findings give empirical proof to support identity theory in the ecotourism context. According to McNally & Maroun (2018), tourists with a strong identification with the environment tend to show positive attitudes and interest in environmentally friendly ecotourism. They are also more likely to resist economic behaviour that conflicts with their environmental values. This study highlighted that increasing environmental awareness is the main goal for promoting positive attitudes and interest in ecotourism (Pham & Khanh, 2021). Therefore, individuals with high environmental identification will prefer ecotourism, even at a higher price (Teeroovengadam, 2019; Thi Khanh & Phong, 2020b).

CONCLUSION AND RECOMMENDATION

This study proposed six hypotheses; namely, Time Perspective has a significant positive effect on Environmental Concern, Destination Image has a significant positive effect on Environmental Concern, Time Perspective has a significant positive effect on Ecotourism Intentions, Destination Image has a significant positive effect on Ecotourism Intentions, and Environmental Attention has a significant positive effect on Ecotourism Intentions. The results show that the sixth hypothesis proposed is statistically proven. These findings mean that this research contributes to expanding the tourism literature, especially in understanding environmental ethics as an essential driving factor for sustainability and provides a deeper understanding of the role of individual environmental concerns in their ecotourism travel decisions.

The implications for the formulation of ecotourism marketing strategies include: (1) tourism marketers should develop marketing content that emphasizes the future perspective Utilizing marketing content in the form of short films through various popular platforms such as TikTok videos, Instagram reels, Instagram Stories, and YouTube Shorts, (2) ecotourism marketers need to develop promotional materials that emphasize strengthening the destination image associated with environmental concerns, especially climate change, (3) the government, together with ecotourism marketers, is increasing education and environmental awareness campaigns related to tourism activities, and (4) Government develop efficient regulations on protecting the natural environment in tourism locations.

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