RESEARCH ARTICLE

DETERMINANTS OF REVISIT INTENTION TO ECOTOURISM DESTINATION AT TASIK KENYIR, MALAYSIA

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ABSTRACT

This study aims to identify the factors influencing revisit intention of visitors in Tasik Kenyir as an ecotourism destination. A conceptual framework based on the Theory of Planned Behavior (TPB) was used to investigate the factors that influence revisit intention of visitors to Tasik Kenyir. A structured questionnaire was designed as the instrument to gather data for the study and were distributed to the visitors in Tasik Kenyir chosen using the non-probability convenience sampling method. Descriptive analysis and multiple linear regression analysis were used to analyse the collected data. There are significant positive relationships of the awareness towards natural resource conservation, perceived behavioral control, subjective norm, private sector occupation, and the use of houseboat and chalet towards revisit intention to Tasik Kenyir. The findings can be used as a basis for further development of ecotourism services and facilities and for recommendations of management options for ecotourism development in Tasik Kenyir. This study can also assist policy makers to formulate better marketing strategies to increase repeat visitors to Tasik Kenyir, Malaysia.

INTRODUCTION

Tourism industry has grown at an amazing rate and has become one of the largest industries in the world (Al-Ziadat, 2015). Tourism is a service industry that involves people in providing transportation, accommodation food and beverage and entertainment to visitors; at the same time the industry may also give rise to potentially disruptive side effects (Nair *et al*., 2012). This study is focusing on ecotourism since ecotourism is a fast growing market compared to the other tourism sectors (Faiz *et al*., 2010). Ecotourism is a nature based (Jabil, 2015) and sustainable tourism (Handriana and Ambara, 2015) that emphasizes on the conservation of the resources (Mohamad Saifudin and Nik Norma, 2014) for long-term preservation of the environment (Chiu *et al*., 2014).

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Ecotourism provide opportunities for visitors to learn about the flora and fauna and become more intimate with nature (Abdul Hamid *et al*., 2016); ecotourism also emphasizes on the natural conservation of the tourism sites by increasing environmental awareness among visitors (Handriana and Ambara, 2016). With awareness and knowledge, people's belief on conservation issues will be enhanced (Ballantyne *et al*., 2007). Tasik Kenyir was the largest man-made lake in Malaysia and also in Southeast Asia, spanning 260,000 hectares in total land area. Tasik Kenyir has Malaysia's largest rock filled hydroelectric dam, the Sultan Mahmud Hydro Electric Power Station which was built in 1985 to generate electricity for east coast states in the Peninsular and to bring a halt to the yearly flooding in the state of Terengganu. When the area was flooded during the construction, most of the hills were above the water level, thus it created about 340 man-made islands. Therefore, Tasik Kenyir is enriched with various kinds of natural resources and is a home to a variety of flora and fauna (Kalsitinoor *et al*., 2015); variety of nature based activities

provided in Tasik Kenyir such as fishing, jungle trekking and mountain climbing, bird watching, camping, caving, and several water based activities are available. The most popular ecotourism service in Tasik Kenyir is the houseboat, where visitors can stay for a few days in the houseboat while doing several activities such as fishing at different places, island hoping and enjoying the beautiful scenery of Tasik Kenyir. As shown in Table 1, the number of visitors to Tasik Kenyir has increased significantly as seen in the arrivals from 225, 570 in 2010 to 808, 336 in 2017 (KETENGAH, 2018). Although the number of visitors in Tasik Kenyir has increased throughout the years, however this information is not enough for the development of the tourism business as there is a lack of information about who are repeat visitors among the visitors in Tasik Kenyir. There are several past studies that have been done on ecotourism in Tasik Kenyir such as the investigation on service quality (Faiz *et al*, 2010), studies on organizational culture dimension (Nor'Aini and Mohd Fitri, 2013), studies on tourists' perception on local economy (Md. Anowar *et al*., 2014), studies on ecotourism service attributes in Tasik Kenyir (Wan NurHidayah *et al*., 2014), and sustainable measurement (Md. Anowar *et al*., 2015). However, there is no study yet on the factors that influence revisit intention of visitors to Tasik Kenyir. Thus, there is still lack of tourism studies especially on the visitor's intention and preferences in Tasik Kenyir and limited study examined the viewpoint in natural resources conservation effort as it help the management of Tasik Kenyir to earn their support in maintaining the resource for ecotourism activities purpose. With the increasing number of visitors to Tasik Kenyir and the importance of this industry in this country's economy, it is essential to understand the antecedents of visitors revisit intention from time to time since the intention of human often changes over the time. As travel behavior is dependent on many factors, the complex characteristics of the visitors make understanding of the visitor's behavior a more challenging. Furthermore, visitors usually decide on their ecotourism destination according to their psychology and behaviors needs (Luo and Hsieh, 2013). This study is aimed to access the revisiting intention of visitor by recognizing the factors influencing revisit intention of visitors to Tasik Kenyir, Malaysia. By understanding the socio-psychological factors influencing revisit intention, the managers would know the better ways to build up the strategies in marketing Tasik Kenyir in order to cut the cost of marketing to attract repeat visitors.

Literature review: Revisit intention is defined as the visitors' willingness to visit the same destination again in the future (Luo and Hsieh, 2013), willingness to recommend it to others (Wang *et al*., 2015) and has been considered as an expression of loyalty (Li, 2014 and Cohen *et al*., 2014). Revisit intention has been viewed as an important research topic in the tourism industry (Li, 2014) and is a significant phenomenon in an economy and a country's attractiveness to the tourists (Luo and Hsieh, 2013). In this study, the Theory of Planned Behavior (TPB) is used as the basis for the framework to investigate the factors that influence visitor's revisit intention to Tasik Kenyir. This framework explains the effects of attitude, subjective norm and perceived behavioral control (PBC) towards their revisit intention to Tasik Kenyir. As Golnaz *et al*., (2012) suggests, the theoretical framework of TPB investigates the factors that influence human behavioral choice by determining human intention towards a specific behavior.
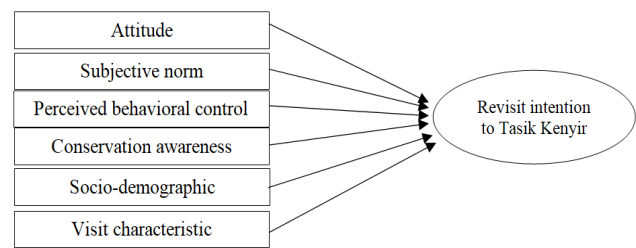

Figure 1. Conceptual framework of this study

In TPB, intentions are assumed to summarize the motivational factors that influence performance of a behavior (Conner and Armitage, 1998). Meanwhile Shova and Klaus (2015) and Jang and Feng (2007) state that behavior intention corresponds to the level of human's willingness to try to perform or not to perform a specific future behavior. Attitude, subjective norm, and PBC determine intentions to perform a behavior, and intentions are the direct antecedent of performing the behavior (Clement *et al*., 2014).Attitude is described as the psychological tendencies expressed by positive or negative evaluations of humans when engaged in certain behaviors (Lee, 2009; Chen and Tung, 2014). In performing a specific behavior a human will take into consideration and evaluation of the effects based on the attitudes towards the action. As such, Chen and Tung (2014) argues that a person who has a positive attitude will indicate a positive behavior intention, which implies that attitude and behavioral intention have positive association.

Subjective norm is individual's perception of what other people would think if what the individual does or does not do a specific behavior (Ajzen, 1991). According to Sparks and Pan (2009) TPB implies that there is a high correlation between the subjective norm and the intention to engage in a behavior. According to Golnaz *et al*., (2011), parents and close friends are the most important people who affect the decision of a person to act in a certain way. Thus, the subjective norms that are considered in this study include the details of the respondent's parents, family, and close friends, as their society becomes more affluent and educated as it could encourage their revisit intention of the respondents. Studies have found that cognitive factors of TPB, such as perceived behavioral control (PBC) can change intentions that in turn can affect human behavioral intentions as well as behavior themselves (Ryo *et al*., 2014). PBC is the degree of control that an individual thinks he or she has over their actions (Whynie, 2003). While, according to Chen and Tung (2014), PBC refers to an individuals' perception of the possible difficulties when performing specific behavior. Sparks and Pan (2009) suggests that in leisure activities several structural barriers such as time, financial resources and seasons can influence participation in a certain activity. Thus, PBC is a function of the presence of resources that facilitate humans to perform the behavior (Freya *et al*., 2010). In order to understand the causal relationship in revisit intention of visitors, the TPB variables are examined together with additional variables which include conservation awareness of the visitors, socio-demographics and visit characteristics of visitors; the relationship is showed in Figure 1.Conservation of the natural resources will help to ensure the survival of the genetic stocks of the species that can be made a resource base for the development of country's tourism industry (Ahmad, 1995). People are assumed to engage in a behavior based on the available information and their consideration of performance outcome (Ryo *et al*., 2014).

According to the UN Environmental Programmed and World Tourism Organization (2005) in Chiu *et al.* (2014), in sustainable tourism the focus is not only on managing the negative impacts on the natural resources, but also on the needs to have higher awareness and support for conservation among the visitors. According to Bitanyi *et al.*, (2012), awareness is a knowledge and understanding obtained through individual special interests or experience and awareness has been suggested as important in motivating people to develop positive perceptions in biodiversity conservation issues (Edson *et al.*, 2014). Thus, it is important to investigate conservation awareness on environmental issues among the visitors in Tasik Kenyir as well as to find out their understanding of environmental and recreational behaviors that will help in protecting and improving conservation of natural resources in Tasik Kenyir for ecotourism purposes. The most common approach to market segmentation is to divide visitor groups according to demographic variables and visit characteristics. Handriana and Ambara (2016) explains that visitors who care about the environment will be more concerned on perceived sustainability of the nature when choosing the ecotourism destination, which is also influenced by education, age and income. According to Lee (2009), visitors in the middle aged who have relatively high monthly incomes and levels of education, would express an interest in learning about the environment. Visit characteristics of the visitors during their present visit are also considered in this study. Thus, the independent variables were represented by the socio-demographic such as gender, age, level of education, occupation, and household monthly gross income while for visit characteristics include the information of travel companion, frequency of visit, period of visit, types of transport, and the type of accommodation.

RESEARCH METHOD

This study was conducted at Gawi Jetty, the main jetty and main entrance in Tasik Kenyir. The questionnaires were distributed to the visitors to Tasik Kenyir who were selected using the non-probability sampling technique; only visitors who were conveniently available were selected to participate in the study. To test the validity and reliability of the data collection, pre-test and pilot test were conducted to ensure the questions in the questionnaire were acceptable and easily understood by the respondents. The sampled visitors included those who had arrived at the jetty after island hopping or who were staying in the houseboats. To avoid redundancy, only the leader of the group was chosen as the respondent in the survey (Nuva *et al.*, 2009). The statistics of visitor arrivals in 2017 are 808, 336. Based on the statistic, the average visitor arrival per day in a year were 2, 214. The survey for this research is done in 14 days period and estimated to involve 30, 996 total population size of visitors within this period. Using the Table Zikmund (2010), the sample size within 95% confidence level the population size estimated is 318 and above. Using convenience sampling method, the total number of questionnaire distribute in this survey is 350. However, only 319 set of questionnaires were complete and can be used for this study. The questionnaire used in the study was divided into six sections based on the research frameworks and objectives of this study. The source of each of questionnaires items are from the previous studies such as Sparks and Grace (2009), Lam and Hsu (2006), Al-Ziadat (2015). The set questionnaires consisted of; Section A was designed to seek the data on the respondents' socio-demographics that include

age, level of education, occupation and monthly income. Section B was designed to obtain data on visit characteristics of the respondents such as frequency of their visits, travel companions, types of accommodation and duration of visit. Section C to Section G were used to obtain the visitors' responses to statements using a Likert scale ranging from "1" to "5", which denotes 1 as "strongly disagree", 2 as "disagree", 3 as "neutral", 4 as "agree", and 5 as "strongly agree". These section consisted of the variables used in this study which are conservation awareness, attitude, subjective norm, PBC and revisit intention.

Data Analysis: A descriptive analysis was used to describe the socio-demographic profiles of the respondents in this study and to analyses the mean score of the conservation awareness for ecotourism development in Tasik Kenyir and TPB variables of the respondents towards revisiting intention to Tasik Kenyir. Frequencies of all responses were analyzed to access the profiles of the group. A multiple linear regression analysis was used in this study to determine the factors that influence the revisit intention to Tasik Kenyir, Terengganu. The regression model was specified to investigate the relationship between the visitors' revisit intention as the dependent variable with the conservation awareness, attitudes, subjective norm, PBC, visit characteristics and the socio-demographic variables as the independent variables. Socio-demographic characteristics and visit characteristics variables consist of occupation, level of education, travel companions, and types of accommodation were selected as dummy variables. Meanwhile, variables like age, monthly income, frequency and duration of visit were test using continuous variables. While the mean of each Likert-scale for conservation awareness and TPB variables were measured by the formula below:

$$\overline{X} = \frac{\Sigma X_i}{N}$$

Where;

$\overline{X}$ = Mean Index of variable (variable = revisit intention; conservation awareness; attitude; subjective norm; and PBC).

ΣX_i = Sum of Likert –scale valueof statement
(1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, 5= strongly agree).
5 = Number of statements (1 – N)
N= Total number of items or statements for variable

RESULTS AND DISCUSSION

The total number of respondents in this study was 319. Cronbach's Alpha was used to evaluate the reliability for each measurement scale (Azilah *et al*, 2016) and to test the internal consistency based on the average of the inter-item correlation (Kunasekaran, 2014).

Table 1. Number of visitors in TasikKenyir

Year	Total
2010	225, 570
2011	275, 241
2012	397, 005
2013	467, 678
2014	649, 394
2015	706, 223
2016	507, 502
2017	808, 336

Source: KETENGAH (2018)

Table 2. Cronbach alpha of each variables

Variables	Cronbach's Alpha	Number of Items
Awareness	0.695	11
Attitude	0.673	8
Subjective norm	0.654	6
PBC	0.792	7
Revisit intention	0.843	11

Table 3. Socio-demographics of visitors

	Item	Frequency	Percentage (%)
Age	Below 20	19	6.0
	21 - 30	96	30.1
	31 - 40	136	42.6
	41 - 50	55	17.2
	51 and above	13	4.1
Level of education	Secondary school	85	26.7
	STPM and diploma	83	26.0
	First degree	136	42.6
	Higher degree	15	4.7
Occupations	Governments sector	113	35.4
	Private sector	92	28.8
	Self-employment	71	22.3
	Unemployed	15	4.7
	Students	28	8.8
Monthly income	Less than RM 2 000	45	14.1
	RM 2 001 - RM 4000	124	38.9
	RM 4 001 and above	150	47.0

Table 4. Visit Characteristics of visitors

Item		Frequency	Percentage (%)
Travel companion	Family	151	47.3
	Friends	86	27.0
	Agency	1	0.3
	Organization	59	18.5
	University	23	7.2
Types of accommodation	Houseboat	191	59.9
	Resort	5	1.6
	Chalet	6	1.9
	Relative home	2	0.6
	Inn	25	7.8
	Camp site	7	2.2
	Home	83	26.0
Frequency of visits	First time	211	66.1
	2 -5	73	22.9
	6-10	29	9.1
	11 and above	6	1.9
Duration of visit	Day trip	83	26.0
	Two days	37	11.6
	Three days	174	54.5
	Four days and above	25	7.8

Table 5. Factors influencing revisit intention in TasikKenyir, Malaysia

Model	β	t-value	Sig.
Constant	0.241	1.126	0.261
Perceived behavioral control	0.394	9.241	0.000
Awareness	0.329	6.117	0.000
Subjective norm	0.157	3.693	0.000
Private sector	0.118	3.249	0.001
Houseboat	0.121	3.165	0.002
Chalet	0.241	1.990	0.047
R^2	0.585		
Adjusted R^2	0.576		
F	62.754		

Dependent Variable: Revisit intention.

Note: $p < 0.05$

Table 2 shows the Cronbach's alphas for each variable in this study ranging from 0.654 to 0.843 which were above the cut-off value of 0.6. Thus, it can be concluded that the questionnaires used in this study has sufficient quality. According to Mohamad Safee (2014), the Cronbach's Alpha coefficient for the scale of at least 0.7 or more were acceptable, however Teniwut *et al*. (2017) explained that a variable could be reliable based on Cronbach's alpha > 0.6.

Socio-demographic characteristics: The socio-demographic characteristics of the respondents are shown in Table 3. The study has found that the majority of visitors in Tasik Kenyir are in the middle age group between 21-50 years old (89.0%), and the highest number of visitors are in range of 31-40 years old (42.6%). This information could guide the management and service providers to design and provide activities that is suitable to each age group of visitors at Tasik Kenyir. In terms of level of education, 42.6% of the respondents admit that they graduated with a first degree refers to undergraduate levels and another 4.7% of the respondents had completed their master degree and (Doctor of philosophy) Ph.D. holders. 26.0% of the respondents completed their Malaysian Higher School Certificate (STPM) and diploma while 26.7% completed secondary school. Although sensitivity to nature and environment may be a humanistic emotion, with the better educational level, conservation awareness is expected to be higher. Regarding the visitor's occupation, government sector employees dominate the group (35.4%), followed by private sector employees (28.8%) and self-employed group (22.3%). This characteristic is correlated with income distribution of the visitors. The study has found that the majority (38.9%) of the respondents have medium income levels (between RM2001-RM4000). Meanwhile, about 47.0% of the respondents have indicated having gross income of more than RM4000.

The income distribution is correlated with the types of employment of the visitors, the majority are wage earners who have stable incomes. In general, as income is higher, the purchasing power would increase and thus enabling the visitors to participate in recreational activities provided. Therefore, this information would help the Terengganu Tengah Development Authority (KETENGAH) management to identify the ability of the visitors at Tasik Kenyir to pay for recreational activities fees that can be used for maintenance and conservation purposes.

Visit Characteristics: Table 4 shows the results concerning the visitors' travelling characteristics in Tasik Kenyir. The majority of the respondents (47.3%) travel with family members, while 27.0% travel with friends and 18.5% of the respondents travel with organized groups. Like most ecotourism destinations, Tasik Kenyir is located in a remote area which may be seen to some people as a high risk area. Thus, visiting with family members and friends would ensure better security and safety of the visitors. The opinions and behavior of other people such as family members and friends would influence the potential visitors' choice for such ecotourism destination (Ezebilo, 2014). In term of types of accommodation, 59.9% of the respondents state that they are staying in the houseboats during their visit in Tasik Kenyir. This result proves that the houseboat is the main attraction in Tasik Kenyir. Most of the respondents (66.1%) state that the visit is their first time visit to Tasik Kenyir. Only 33.9% of the respondents claim that they are repeat visitors at Tasik Kenyir. According to the frequency of visits of the respondents, 89% of respondents have visited Tasik Kenyir not more than five times and about 9.1% of the respondents have visited Tasik Kenyir between 6 to 9 times. This study shows that the majority of respondents (54.5%) spend three days and two nights at the Tasik Kenyir which implies that Tasik Kenyir attracts weekend visitors. Meanwhile, 26.0% of respondents visit Tasik Kenyir for a day trip.

Measuring of dependent variable and independent variables: From the result of this study, visitors of Tasik Kenyir are aware of the importance of natural resources conservation for ecotourism purpose in Tasik Kenyir as the overall mean score for this variable if 4.09. Since most of the visitors of Tasik Kenyir have a university educational level, it is expected that most of them are well educated in term of conservation awareness. According to Syamsul Herman *et al*. (2009), visitors with higher education level have more awareness and sensitivity towards environmental issues. The richness of natural resources in ecotourism destination offers the chances for the visitors to discover more about nature (Abdul Hamid, 2016). In the meantime, the overall mean score for attitude is 4.11. This indicates a positive attitudes towards visiting Tasik Kenyir. According to Chen and Tung (2014), when human develop positive attitude, their behavioral intention will be more positive and vice versa. Followed by subjective norm, the overall mean score is3.69, which shows that their visit to Tasik Kenyir are likely influence by their parents and close friend's opinion. According to Ezebilo (2014), family is one of the most influential social group in decision making. Hence, family support and encouragement are essentials to safeguards their visit to Tasik Kenyir.

The overall mean score for perceived behavioral control (PBC) is 3.75 which indicates that the visitors are capable in visiting Tasik Kenyir and they were very confident that they can visit Tasik Kenyir again the future. PBC is the degree of control that an individual thinks he or she has over their actions (Whynie, 2003); which refer to resources and opportunities available to a person must to some extent determine the possibility in achieving behavior (Ajzen, 1991). Through out of this study, visitors in Tasik Kenyir are capable and they are enough time and resources to visit Tasik Kenyir again in future. The overall mean score for revisit intention of visitors were 3.78 which is show the high mean value and their intention to revisit Tasik Kenyir is quite higher. Thus, this finding indicates that Tasik Kenyir has the potential to attract more repeat visitors and loyal consumer as the level of revisit intention of the respondents is higher.

Factors influencing revisit intention: In order to determine the factors influencing revisit intention of visitors in Tasik Kenyir, multiple linear regressions analysis were used to show the relationship between dependent variable and independent variables. Based on the multiple linear regressions analysis, in Table 5, the R^2 value is 0.585, which implies that the independent variables explain about 58.5% of variance in revisit intention of visitors in Tasik Kenyir, while the other 42% are explained by the factors which are not covered in this study. The significance of the model with F value (62.754) with the significant p-value <0.05 which indicate that model is acceptable in using the independent variables and dependent variable. From the analysis, there are six factors are found to be significant at 95% confidence level. The six independent variables are perceived behavioral control (PBC), conservation awareness on natural resource in Tasik Kenyir and subjective

norm, private sector employment, and visitors who stay in the houseboat and chalet accommodation during their visit to Tasik Kenyir. In this study, revisit intention is influenced by PBC (β= 0.394). This indicates that, if the perception of PBC increases by 1%, the level of revisit intention will increase by 0.394%. The second significant independent variable is conservation awareness towards natural resource at Tasik Kenyir (β=0.329,) which indicate that if the conservation awareness is increase by 1%, revisit intention of the visitors will increase by 0.329%. The third variable that contribute to revisit intention is subjective norm (β=0.157). If the subjective norm of visitors is increased by 1%, their revisit intention will increase by 0.157%. Thus, this study indicates that subjective norm and PBC play the important role in predicting their revisit intention. This results has been supported by previous studies using the TPB as the research framework for revisit intention in ecotourism sites. For example, Sparks and Pan (2009) and Lam and Hsu (2006) indicate that, subjective norm and PBC are correlated in predicting behavioral intention to take holiday. These findings suggest that social norm and resources in terms of time and money are important factors in determining the revisit intention of visitors to Tasik Kenyir. It is proven in this study that there is a positive and significant relationship between conservation awareness and visitor's intention in revisiting Tasik Kenyir in future as proposed in the conceptual framework of this study. Understanding of awareness of visitors towards natural resources conservation is important for ecotourism industry. Visitor's knowledge on environmental practices is vital because of its effect on their behavioral intentions (Nor'Aini *et al.*, 2015).

The fourth predictor in revisit intention to Tasik Kenyir is regarding the types of occupation which is from socio-demographic characteristics variable. The results indicate that, visitors who are private sector workers (β = 0.118) have higher revisit intention to Tasik Kenyir compared to workers in other sectors. In this case, revisit intention to Tasik Kenyir of private sector workers is 35.9% compare to other sectors, revisit intention to Tasik Kenyir is 24.1%. In term of visit characteristics of visitor in Tasik Kenyir, types of accommodation in Tasik Kenyir, houseboat (β = 0.121) and chalet (β = 0.241,) are proven to be the factors that influence revisit intention of visitors at Tasik Kenyir. This finding also reveal that, revisit intention of visitor who stay in houseboat is 36.2% compared to visitors who stay at resort, chalet, relative home, inn, campsite and inn, where the revisit intention is 24.1%. While, revisit intention for those who stayed at chalet were 48.2% compare to revisit intention of visitors who stay at relative home, campsite and inn, is 24.1%. Thus, it is concluded that those who stay in chalet and houseboat have higher intention to visit Tasik Kenyir again in the future.

Conclusion

This study has provided a clear picture of visitors' demographic characteristics, visit characteristic, conservation awareness and revisit intention of visitors to Tasik Kenyir. This study also found that conservation awareness, perceived behavioral control and subjective norm have direct impact on revisit intention of visitors in Tasik Kenyir. Thus, this study has managed to meet the ultimate objectives which were mentioned earlier. Based on this finding, there are two in TPB are proven to influence revisit intention of visitors to Tasik Kenyir, which are perceived behavioral control and subjective norm. For example in Lam and Hsu (2006) study, subjective

norm and PBC are correlated in predicting behavioral intention to go for a holiday. The effects of social pressures and perceived control are stronger predictor in visitors' revisit intention to Tasik Kenyir which explained that the visitors are willing to revisit Tasik Kenyir if their family or close friends thinks their visit to Tasik Kenyir is positive thing to do. Thus, it is important to promote Tasik Kenyir with various activities which are suitable for family and in group activities packages to attract more visitors. These findings also suggest that having resources in terms of time and money are important factors in determining the revisit intention of visitors to Tasik Kenyir. This study also has shown that only private sector worker category had a positive relationship with revisit intention in Tasik Kenyir Thus, the management should consider to promote Tasik Kenyir by creating the positive associations with relevant reference group like government and private sectors co-workers in order to create a positive perception on visiting this ecotourism destination. As for the visit characteristic of visitors, there are several types of accommodation used by the in Tasik Kenyir. The two types of accommodation, the chalet and houseboat accommodation are the most popular accommodation that attract most visitors to Tasik Kenyir. The management of Tasik Kenyir ecotourism should also give attention to the higher potential of sensitivity the Tasik Kenyir ecotourism site. The study can provide the management of Tasik Kenyir ecotourism in more marketing and development strategies. The management of Tasik Kenyir can attract more visitors with good facilities in terms of accommodation. Furthermore, several activities should be provided that are suitable for visitors who stay in the chalets and houseboats especially for those who visit Tasik Kenyir with family and group of co-workers and friends.

Limitation of the study: The data has been collected within a limited period since the survey is done during monsoon season which is at the end of year. During this season, weather constraint is the main reason the limited number of respondents since several attractions in Tasik Kenyir were closed for safety and to avoid the flood. To solve this limitation for future studies, data collection is not suggested to be carried out during monsoon seasons (November to February of the year). In this study, it is quite hard to get a feedback from the respondents during the survey since most visitors do not spend their time in Gawi Jetty because there is no attraction at the jetty. Therefore, the interview sessions had to be short, and many visitors tried to avoid from being interviewed especially visitors who visit with their family.

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