



COGNITIVE FACTORS OF RESPONSIBLE TOURISM ATTITUDE: THE PERSPECTIVE FROM SARAWAK'S ECOTOURIST

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Abstract

Responsible tourism involves ethical and responsible practices in production and consumption by all tourism stakeholders to achieve sustainable tourism. The recent tourism crisis has revealed the sector's vulnerability, highlighting its significant impact on national and local economies and the livelihoods of many individuals and families. The tourism industry in Malaysia has faced severe crises and unsustainable practices couple years ago due to its rapid growth and past lack of responsible approaches, leading to issues with sustainability. This study explored ecotourists' attitudes toward responsible tourism, influenced by four key predictors — awareness, perceived value, self-efficacy, and outcome expectation. The goal is to understand tourists' perceptions and identify attitudes that may lead to behavioral change. The study adopted a quantitative approach, with the valid data of 383 (N=383). Statistical Package for Social Sciences (SPSS) 29.0 were utilized to perform preliminary data analysis. Then SmartPLS 4.0 is used to perform two stage partial least square structural equation model (PLS-SEM) analysis. The result recommended that awareness, perceived value, and outcome expectation are positively and significantly related to attitude. However, self-efficacy is found to have no impact on attitude. Besides, the current study is believed to be able to contribute to the literature, scholars, policymakers and industry players by providing empirical evidence in the field of responsible tourism and sustainable tourism.

Keywords: Ecotourism, Perceived Value, Self-efficacy, Awareness, Outcome Expectation

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Sorumlu Turizm Tutumunun Bilişsel Faktörleri: Sarawak Ekoturistlerinin Perspektifi

Özet

Sorumlu turizm, sürdürülebilir turizme ulaşmak amacıyla tüm turizm paydaşlarının üretim ve tüketimde etik ve sorumlu uygulamaları benimsemesini içerir. Son dönemde yaşanan turizm krizi, sektörün kırılganlığını ortaya koymuş ve ulusal ve yerel ekonomiler ile birçok birey ve ailenin geçim kaynakları üzerindeki önemli etkisini vurgulamıştır. Malezya'daki turizm sektörü, hızlı büyümesi ve geçmişte sorumlu yaklaşımların eksikliği nedeniyle birkaç yıl önce ciddi krizler ve sürdürülemez uygulamalarla karşı karşıya kalmış, bu da sürdürülebilirlik sorunlarına yol açmıştır. Bu çalışma, ekoturistlerin sorumlu turizme yönelik tutumlarını, farkındalık, algılanan değer, öz-yeterlik ve sonuç beklentisi olmak üzere dört temel etkenin etkisiyle incelemiştir. Çalışmanın amacı, turistlerin algılarını anlamak ve davranış değişikliğine yol açabilecek tutumları belirlemektir. Çalışmada nicel bir yöntem benimsenmiş olup, geçerli veri sayısı 383'tür (N=383). Ön veri analizini gerçekleştirmek için SPSS 29.0 kullanılmıştır. Ardından, iki aşamalı kısmi en küçük kareler yapısal eşitlik modeli (PLS-SEM) analizini gerçekleştirmek için SmartPLS 4.0 kullanılmıştır. Sonuçlar, farkındalık, algılanan değer ve sonuç beklentisinin tutumla pozitif ve anlamlı bir ilişkiye sahip olduğunu önermektedir. Ancak, öz-yeterliğin tutum üzerinde bir etkisi bulunmamıştır. Ayrıca, bu çalışmanın sorumlu turizm ve sürdürülebilir turizm alanında literatüre, akademisyenlere, politika yapımcılara ve sektör oyuncularına ampirik kanıtlar sunarak katkı sağlayabileceği düşünülmektedir.

Anahtar Kelimeler: Ekoturizm, Algılanan Değer, Öz-Yeterlik, Farkındalık, Sonuç Beklentisi

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1.1 Introduction

Responsible tourism is associated with more general production and consumption issues involving all parties, including visitors and stakeholders, as well as with ethical and responsible production and consumption throughout the trip. It should not be shocking that, even as the world's tourist sector struggles to address the tourism crisis, the sharp decline in the tourism economy a couple of years ago has exposed just how precarious the sector's hold on national and local economies, as well as the means of subsistence for individuals and families. The previously hidden background settings are revealed by the downturn in tourism, emphasizing the need for adaptable strategies for rehabilitation and resilience building (Cheer et al., 2021). The behaviour of tourists has a significant influence on responsible tourism. Depending on how their actions impact the local economy, society, and environment, visitors may or may not be considered responsible. Therefore, it is vital to investigate tourists' perceptions to understand their behaviour. It is difficult to reduce or prevent the damage done to tourism destinations without a complete understanding of travellers (Jaremen & Nawrocka, 2021). Henceforth, the investigation of the tourists' responsible tourism attitude tends to be vital in understanding the whole behaviour. Ecotourism is a viable instrument for sustainable tourism and responsible tourism as ecotourism refers to travelling responsibly at the destination in order to take care of the well-being of the community, nature and involves in the education (Lim et al., 2023).

Malaysia is heavily promoting sustainable tourism as Malaysia has positioned itself as a sustainable destination (Malaysia Tourism Promotion Board, 2023; TTG Asia, 2023). Besides, Malaysia also emphasizes the natural and sustainable aspect of the destination, highlighting in offering the authentic ecotourism experience in Malaysia. Besides, Sarawak – a region in Malaysia, is embarking on responsible tourism. Realizing the significance of responsible tourism, the Sarawakian government has implemented responsible tourism in an effort to meet the Sustainable Development Goals (SDGs) and establish itself as a leader in sustainable tourism and an ecotourism destination in South-East Asia (Azizan, 2023; New Straits Time, 2023). Sarawak made sustainable tourism a priority and thinks that ethical travel supports the state's tourism sector while preserving its biodiversity (Cheah, 2021). In addition, the government of Sarawak has demonstrated its commitment to safeguarding the state's interests by endorsing the goals of responsible and sustainable tourism. The ultimate aim is to establish Sarawak as the top ASEAN destination for business events and ecotourism by 2030 (Dayak Daily, 2022). The objective of Sarawak ecotourism development is to make Sarawak as tourists' top of mind when talking about ecotourism (The Borneo Post, 2023).

However, the tourism industry in Malaysia has seen a number of crises and unsustainable solutions due to the industry's rapid growth and previous lack of responsible practices, which has resulted in a lack of sustainability (Khan et al., 2021; Raihan et al., 2023). Even though Malaysia has established itself as a sustainable tourism destination, there has been relatively little research and guidance on the subject of responsible tourism in the country, especially from the perspective of tourists (Malaysia Tourism Promotion Board, 2023). This is despite the fact that responsible tourism is

becoming increasingly important on a global scale. If sustainable tourism is not achieved in the future and the tourism crisis happens again, Malaysia may eventually result in financial losses for tourism-related industries. In addition, the low employment rate in the nation will be driven by the poor performance of the businesses, which will further negatively affect the well-being of the community (Jones, 2022).

Therefore, considering the ecotourism and responsible tourism objectives of Sarawak, Malaysia, the current research will be investigating the perception of ecotourists in Sarawak. This study will examine the responsible tourism attitude of the tourists regarding the four proposed predictors (awareness, perceived value, self-efficacy, and outcome expectation) to understand the tourists' perception, which may lead to a behavioural change. The study is expected to contribute to the body of knowledge in sustainable tourism management. Besides, practically, this study will contribute to the decision-makers of tourism-related organisations and the policymakers as a reference in decision-making to marketing, management, as well as the quality of the hospitality offered by the destination.

2.1 Literature Review

2.1.1 Attitude

A person's attitude is a stage on which they exhibit in their own special way of their love or hate, like or dislike, attraction or repulsion to a particular object, person, institution, event, or to any other discriminating component of their reality (Ajzen, 2014). In fact, the idea of attitude is frequently used in behavioral research and social psychology literature to forecast the behavior of individuals (Alyahya & McLean, 2022). Several factors can influence a person's attitude. Costs, benefits, and emotional aspects are some of the variables that can influence a person's attitude (Wang et al., 2021). The employment of a one-dimensional attitude framework has been the predominant method in the field of tourism research. Numerous tourism-related studies have been predicated on the idea that attitude is a one-dimensional construct that expresses an individual's emotions toward or against a specific psychological object, event, or circumstance (Fan et al., 2023).

Given the significant influence that attitude has on behavioral and tourism research, attitude also plays a key role in determining the behavior that constitutes sustainable tourism. This is because attitudes are formed by an individual's assessment of the value of the objects. Accordingly, attitudes toward tourism development are the results of evaluating the value of tourism development, which influences the advancement of sustainable tourism development (Chang, 2021). Scholar has found the existence of close correlation between responsible tourism behavior and attitude (Boğan et al., 2021). Several researchers has adopted attitude in the studies of responsible tourism as well (Dias et al., 2021; Li et al., 2021; Patwary et al., 2020).

2.1.2 Awareness

Awareness refers to the ability to retain a certain level of knowledge of the situations and behaviors (Liechti & Sumi, 2002). Awareness is associated with a psychological component that dictates an individual's inclination in daily activities, attitude, and behavior. There is a positive correlation between people's desire to safeguard the environment and human welfare and their level of awareness of related issues (Darvishmotevali & Altinay, 2022). Additionally, tourists' decisions about destinations are heavily influenced by awareness, which also has a further impact on perceived quality, satisfaction, and brand loyalty (Tran et al., 2021). Other than that, raising awareness is crucial for the practice of sustainable tourism development, the preservation of local traditions and the environment (Cavalcante et al., 2021). Travelers who exercise greater social responsibility, the likelihood of taking environmentally responsible action is increased when awareness is present (Luo et al., 2020).

One of the key elements in determining attitude is awareness, which is also a common factor in influencing people's emotions. Higher awareness of a topic or product is associated with a more positive attitude about it (Pratama et al., 2023). As awareness increases, so does the joy or excitement to act or carry out an activity, which causes one's attitude toward the activity to shift (Lee et al., 2003). Numerous academics have uncovered and validated the importance of the relationship between awareness and attitude in earlier studies (Shah et al., 2021; Sultan et al., 2021; Vetrichelvi & Priya, 2022). Hence, a hypothesis is developed as below:

H1: Awareness is positively and significantly related to attitude.

2.1.3 Perceived Value

Based on impressions of what is offered and received, perceived value is the consumer's total evaluation of a product's value (Paulose & Shakeel, 2022; Zeithaml, 1988). Perceived value may be the basis for a consumer's decision-making criterion (Um & Yoon, 2021). Furthermore, it is a predictor of numerous behavioral outcomes in the service industry, including loyalty, behavioral intention, attitude, and satisfaction (Hosany et al., 2022). In tourism, when travelers arrive at their destination, they immerse themselves in the local culture and assess the significance of many components that add up to the overall impression of quality. Perceived value, which evaluates the balance or imbalance between perceived cost and value at the destination, is related to both expected services and perceived quality. Once the traveler has internalized the perceived value, he can assess his degree of satisfaction at the destination (Hernández-Rojas et al., 2021). Similar to this, perceived value is crucial to responsible tourism since it can forecast responsible behavior (Chiu et al., 2014).

If someone receives the service they require at a price they deem reasonable, they will perceive a product or service as offering value (Wilkins et al., 2023). Subsequently, an individual's attitude towards the product or services will be determined by how much they believe they have gotten (Balaji & Maheswari, 2021). Thus, a customer's attitude could be related to how they use a product or how they assess it, which is known as perceived value (Hou & Sarigöllü, 2021). The relationship between

perceived value and attitude has been confirmed in many studies (Ashfaq et al., 2021; Mosavi & Ghaedi, 2012; Zhang & Wang, 2005). Henceforth, a hypothesis has been formed as below:

H2: Perceived value is positively and significantly related to attitude.

2.1.4 Self-efficacy

A person's belief in their ability to plan and carry out the necessary steps to accomplish particular goals is known as self-efficacy (Chan & Lay, 2021). While negative experiences typically diminish self-efficacy, positive experiences help to create and reinforce them (Dođru, 2020). Self-efficacy is the most important predictor of behavior change (Zulkosky, 2009). Another crucial component of psychological capital is self-efficacy (Mao et al., 2021). People's tendency to adopt a specific attitude or behavior typically depends on how they perceive their environment and their own capabilities (Yang et al., 2022). Additionally, Qiao et al. (2022) verified the strong correlation between protective drive and self-efficacy. An increase in self-efficacy corresponds to a greater desire to safeguard a certain object. As a person with a high level of self-efficacy has greater confidence in their ability to complete the work increases his motivation. Consequently, it is believed that self-efficacy plays a key role in shaping behaviour for responsible tourism behaviour.

Self-efficacy theory's principal proponent, Albert Bandura, suggested that people's perceived level of self-efficacy has a substantial impact on the activities they choose to engage in, the amount of effort they put forth, and how persistently they persevere in the face of difficulties, all of which are linked to their attitude (Bandura, 1997; Hsieh, 2008). From this point on, attitudes can be predicted by self-efficacy. Higher levels of self-efficacy are seen to indicate increased potential to complete a task, which in turn affects attitude (Tmkaya & Miller, 2020). Numerous studies have shown the connection between attitude and self-efficacy (Sabri et al., 2022; Ye et al., 2022). Thus, it is hypothesized that:

H3: Self-efficacy is positively and significantly related to attitude.

2.1.5 Outcome Expectations

Expectations arise in a variety of forms, such as outcome expectations, which center on what one hopes to gain by taking part in a specific activity (Constantino et al., 2011). Outcome expectations are a reflection of one's beliefs about the consequences of a certain course of action. Therefore, outcome expectations are behavioral incentives that affect an individual's decision to engage in a certain task (Cai et al., 2022). People who have self-doubt are less likely to take actions that, when done well, have favorable outcomes (Betz & Hackett, 1986). In order to promote the benefits of sustainable and responsible tourism as well as the consequences of overexploitation tourism, it is critical to use the destination's marketing and communication. The promotion and alteration of tourists' outcome expectations is justified since it influences how sustainable and responsible tourism behavior is interpreted (Guizzardi et al., 2022).

A person's attitude is a reflection of their expectations for every result of a behavior they choose as well as the values they personally attach to those results (Acheampong & Siiba, 2020). This

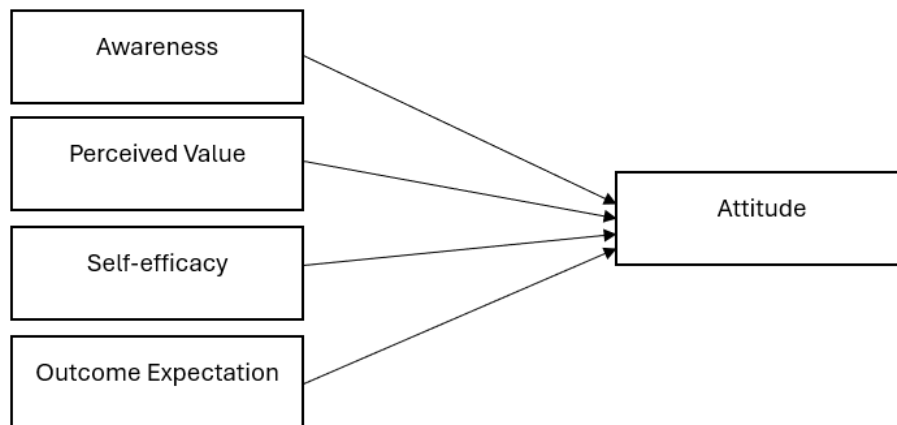
demonstrated how crucial outcome expectations are in influencing people's attitudes. Depending on their degree of outcome expectancy, people are more inclined to like the service they are currently receiving if they believe it will produce a better result than their own prior experiences. People who find the service received is favorable are most likely to shift their attitude positively (Alruwaie et al., 2020). Past studies has confirmed the significant association between outcome expectations and attitude (Fermani et al., 2020; Liguori et al., 2020). Therefore, a hypothesis is proposed as follows:

H4: Outcome expectations are positively and significantly related to attitude.

2.1.6 Proposed Research Framework

Figure 1 below illustrates the proposed research framework for the current study.

Figure 1: Proposed research framework



3.1 Methodology

Malaysia has focused on the development of the ecotourism. The beauty of the nature in Malaysia is very attractive to the tourists (D. Mikil & Soo, 2023). With the National Ecotourism Plan (NEP) 2016–2025, Malaysia aggressively promotes ecotourism and has identified 60 ecotourism clusters across the nation. Sarawak is the region in Malaysia with the highest percentage of ecotourism clusters (15 percent). Owing to the region's wealth of natural and cultural resources, Sarawak's government has prioritized in making Sarawak a top ecotourism destination (Ministry of Tourism and Culture Malaysia, 2017; Thomas, 2020). Therefore, the current study will be focusing on ecotourism sites in Sarawak.

The study identified the ecotourism destinations in Sarawak's twelve administrative divisions, including Kuching, Samarahan, Serian, Sri Aman, Betong, Sarikei, Sibul, Mukah, Bintulu, Kapit, Miri, and Limbang, in order to gather information from ecotourists in the region (Wong et al., 2021). However, it should be noted that not all administrative divisions have an ecotourism site. Therefore, divisions lacking such a destination will not be taken into the study. The final research sites chosen after eliminating the divisions without ecotourism sites, national parks whose primary purpose is for the local community to engage in sports, and ecotourism sites with fewer than 500 annual visitors were

Semenggoh Nature Reserve, Bako National Park, Fairy Cave Nature Reserve, Gunung Mulu National Park, Niah National Park, and Similajau National Park, representing Serian, Kuching, Miri, and Bintulu division (Ministry of Tourism Creative Industry and Performing Arts Sarawak, 2024). The survey was administered through the use of a Google Form, which eliminates the chance of missing data because all necessary fields were made compulsory. At the research sites, the survey was physically administered by the researcher. In order to protect against potential technical problems that could happen during the data collection process utilizing a Google Form, such as issues with the device or internet connectivity, fifty hard copies of the printed questionnaire were prepared.

Tourists who are eighteen years of age or older, from both local and foreign, are included in the study. The current study adopted the quantitative approach to study the responsible tourism attitude. Numerical measurements and analysis were used to investigate the correlations between the dependent variable (attitude) and the hypothesized independent variables (awareness, perceived value, self-efficacy, and outcome expectation). All the measurement items were adopted from previous studies and slightly altered to fit the current study's context (Kim et al., 2017; Kousar et al., 2022; Kusumawati et al., 2022; Lin & Hsu, 2015; Venkatesh et al., 2011).

Participation in the study was entirely voluntary for respondents. Convenience sampling was the method used to choose the study's samples. A power analysis needs to be done in order to determine the appropriate sample size (Ringle et al., 2018). Thus, the minimum sample size was found by doing power analysis using the GPower 3.1.9.4 program (Faul et al., 2007). A power of at least 0.80 (>0.80) is appropriate for a statistical test (Cohen, 1988). This suggests that there are real relationships between the constructs, which leads to important findings. With four predictors, a significant level of 5% ($\alpha = 0.05$), an impact size of 0.15 ($f^2 = 0.15$, medium effect size), and a power of 0.95 (95%) are implied to calculate the minimum sample size of the current study. As a result, a minimum sample size of 129 responses is advised based on the power analysis.

The Statistical Package for Social Sciences (SPSS) versions 29.0 and as well as SmartPLS 4.0 were the two software programs utilized to perform the analysis of the study. First, using SPSS 29.0, preliminary tests were conducted to rule out problems with straight-lining and missing values. Due to the fact that the current study adopted Google form as a tool to collect data, there is no missing value issue was found. Next, SmartPLS 4.0 was used to perform a two-stage partial least squares structural equation modeling (PLS-SEM) study. This approach was chosen to assess the study model using path modeling and confirm the validity and reliability of the constructs (Abdi, 2003; Chin, 1998; Hair et al., 2022; Wold, 1985).

A total of 405 data was collected from respondents. However, after the preliminary analysis, a total of 22 rows of data was eliminated due to the straight lining issue. As a result, only 383 ($n=383$) valid data left for the further analysis. Although the study's participants came from a variety of countries, Malaysia accounted for the majority (67.9%). Australia (1.0%), Brunei (3.4%), China (6.8%), and a number of other nations, including France, India, and Indonesia, each contributed 0.3% to 6.0%. There

were 41.3% females and 58.7% males in the sample. The majority of responders (34.2%) were between the ages of 26 and 35, followed by those between the ages of 36 and 45 (23.2%) and 18 and 25 (19.1%), with lesser percentages in the older age groups. 47.0% of the respondents were married, and 53.0% were single. Regarding work status, 12.5% were students, 23.2% were self-employed, and 52.5% were employed. The majority of respondents (64.8%) planned their own vacations, although others (24.0%) or travel agencies were consulted. Significantly, 89.8% of respondents said they intended to preserve Sarawak's natural and socio-cultural resources. Additionally, 84.1% of respondents said they bought local goods, compared to 7.0% who said they didn't and 5.5% who weren't sure. The following section will be discussing the findings of the two stage PLS-SEM analysis.

4.1 Findings

4.1.1 Assessment of the measurement model

Confirmatory factor analysis (CFA) was used to assess the measuring scale's discriminant validity, convergent validity, and reliability. Internal consistency dictates that loadings of 0.5 and below has to be eliminated (Bagozzi et al., 1991). As Table 1 below demonstrated, every loading value in this study is greater than 0.5, so none of them need to be removed. There should be a minimum of 0.7 for the composite reliability (CR) to be deemed as valid for assessment (Chin, 2010). Furthermore, since the average variance extracted (AVE) threshold is set at 0.5, any value lower than 0.50 ought to be rejected. (Fornell & Larcker, 1981). Every CR and AVE value in the current investigation meets the minimal requirements. Additionally, Cronbach's alpha values were generated in order to assess the instrument reliability and internal consistency (Cronbach, 1951). For Cronbach's alpha values, below 0.60 indicates poor, 0.61 to 0.79 indicates acceptable, and 0.80 and higher indicates significantly good. In the present research, self-efficacy indicated acceptable and the rest of the constructs (awareness, perceived value, outcome expectation and attitude) indicated significantly good (Nunnally & Bernstein, 1994).

Table 1: Convergent validity of the measurement model

Construct	Items	Loadings	Cronbach's Alpha	AVE	CR
Awareness	Aware_1	0.612	0.811	0.565	0.865
	Aware_2	0.683			
	Aware_3	0.831			
	Aware_4	0.823			
	Aware_5	0.785			
Perceived Value	PV_6	0.793	0.862	0.592	0.897
	PV_7	0.814			
	PV_8	0.762			

	PV_9	0.781			
	PV_10	0.700			
	PV_11	0.764			
Self-efficacy	SE_12	0.755	0.785	0.609	0.861
	SE_13	0.805			
	SE_14	0.814			
	SE_15	0.744			
Outcome Expectation	OE_16	0.784	0.815	0.575	0.871
	OE_17	0.777			
	OE_18	0.749			
	OE_19	0.760			
	OE_20	0.718			
Attitude	ATT_21	0.816	0.836	0.605	0.884
	ATT_22	0.822			
	ATT_23	0.780			
	ATT_24	0.735			
	ATT_25	0.733			

Note: Aware refers to awareness, PV refers to perceived value, SE refers to self-efficacy, OE refers to outcome expectation, and ATT refers to attitude.

The measurement scale's discriminant validity is presented in Table 2 below according to HTMT standard. As a general rule, values smaller than 0.85 are optimal, while values less than 0.90 are good (Gold et al., 2001). Since all of the HTMT values in the current investigation are less than 0.90, multicollinearity is not a concern.

Table 2: Discriminant validity of the measurement model

No.	Construct	Aware	PV	SE	OE	ATT
1.	Aware					
2.	PV	0.848				
3.	SE	0.723	0.842			
4.	OE	0.719	0.824	0.899		
5.	ATT	0.711	0.752	0.689	0.819	

4.1.2 Assessment of the structural model

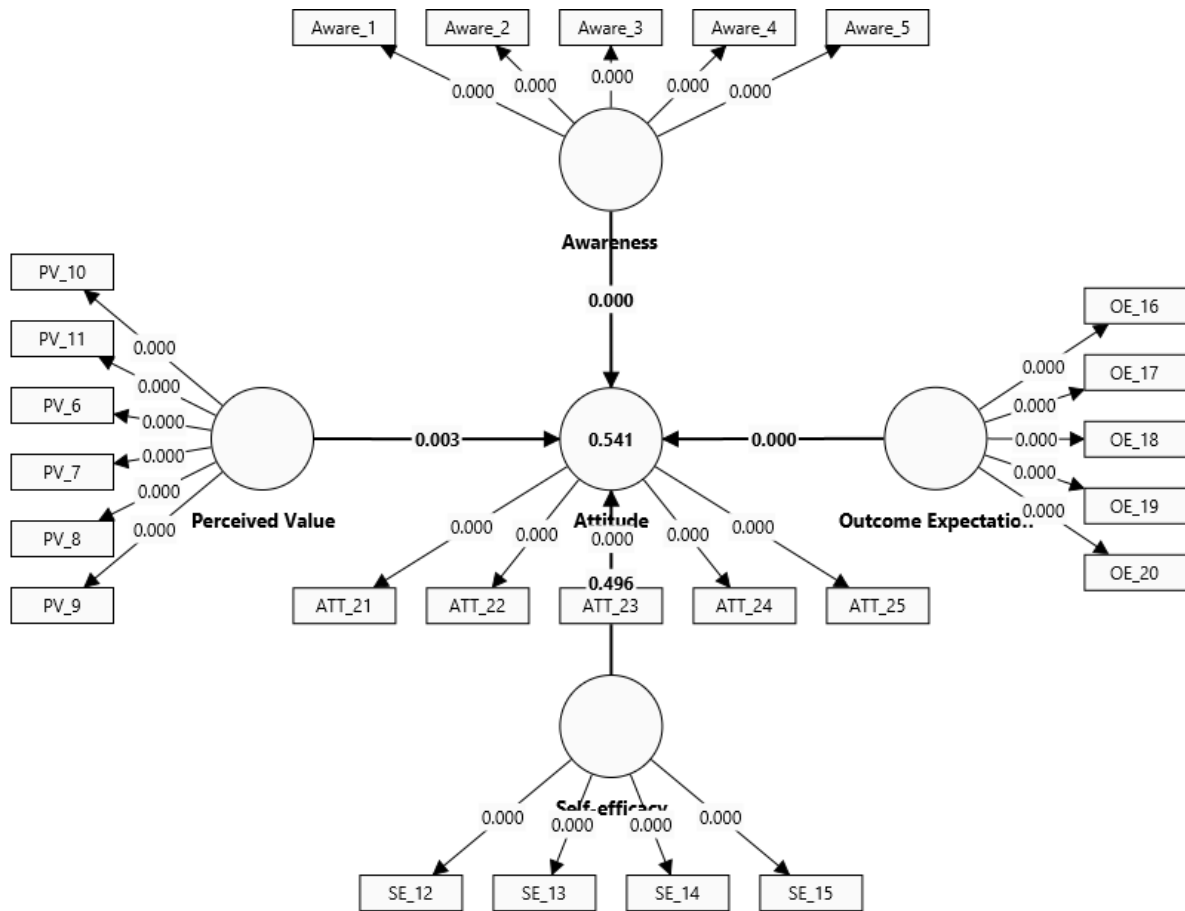
In this study, the endogenous latent variables have a coefficient of determination (R^2) of 0.541, meaning that 54.1 percent of the construct is explained. Strong, medium, and weak coefficients of determination are shown by R^2 values of 0.67, 0.33, and 0.19, respectively (Chin, 1998). However, this study's R^2 values are greater than 0.33, indicating that the R^2 value is "medium". As a result, the measurement model employed in this investigation satisfies all convergent and discriminant validity requirements and is valid and reliable.

Table 3 and Figure 2 below display the findings of the hypothesis testing. The minimum required p-value for testing one-tailed hypotheses must be less than 0.01 or 0.05. According to the statistical results of the current study, H1, H2, and H4 were determined to be supported. The following factors were shown to be directly and significantly correlated with the attitude: awareness ($\beta = 0.203$, $p < 0.001$), perceived value ($\beta = 0.199$, $p = 0.003$), and outcome expectation ($\beta = 0.421$, $p < 0.001$).

The effect size value (f^2) was examined in order to better understand how the constructs related to one another. The values of 0.35, 0.15, and 0.02 correspond to large, medium, and small effect sizes, respectively (Cohen, 1988; Hair et al., 2017). The effect size is shown in Table 4, where H1 and H2 represent small effect values (0.028 and 0.037) respectively. Besides, H4 has a medium impact size of 0.154.

Table 3: Results of the structural model (hypothesis testing)

Hypothesis	Relationship	Std. Beta	Std. Error	P-value	t-value	Decision	f^2
H1	Aware -> ATT	0.203	0.056	<0.001	3.649	Supported	0.037
H2	PV -> ATT	0.199	0.073	0.003	2.724	Supported	0.028
H3	SE -> ATT	-0.001	0.073	0.496	0.009	Not Supported	0.000
H4	OE -> ATT	0.421	0.061	<0.001	5.747	Supported	0.154

Figure 2: P-value and path coefficient

5.1 Discussion, Conclusion, Implications, Limitations and Recommendations

5.1.1 Discussion

For the current study, the result indicated that hypotheses 1, 2 and 4 (H1, H2 and H4) are supported. This means that awareness, perceived value and outcome expectation is positively and significantly related to attitude. First of all, awareness is positively and significantly related to attitude ($\beta = 0.203$, $p < 0.001$). The result is tallying with the previous studies (Shah et al., 2021; Sultan et al., 2021; Vetrichelvi & Priya, 2022). Next, H2 is deemed as supported, demonstrating that perceived value and attitude ($\beta = 0.199$, $p = 0.003$) is positively and significantly associated. This finding is corresponding to the past studies (Ashfaq et al., 2021; Mosavi & Ghaedi, 2012; Zhang & Wang, 2005). The last supported hypothesis of the current study is H4, proving that outcome expectation is positively and significantly related to attitude ($\beta = 0.421$, $p < 0.001$). This result matched with the previous research (Fermani et al., 2020; Liguori et al., 2020).

However, the result indicates that H3 is not supported. This means that self-efficacy is not positively and significantly related to attitude. The result is contradicted to the previous studies (Sabri et al., 2022; Ye et al., 2022). A possible reason for this finding may be due to the personal perception factor. According to Kızılaslan Tunçer (2020) It's possible that a person cannot objectively evaluate themselves while determining their level of self-efficacy. This can be influenced by personal beliefs,

personal bias, past experiences, emotions, and social comparisons. Therefore, even if a person has high self-efficacy on responsible tourism behavior, it is not necessarily that one has positive attitude toward responsible tourism too. There are many other factors that can affect one's attitude which makes the person remain same attitude.

5.1.2 Conclusion

To conclude, it is important to put more concern on the awareness, perceived value and outcome expectation in order to ensure the positive attitude of the responsible tourism. This attitude can be a critical factor for responsible tourism behaviour for the tourists which has a high possibility that leads to the sustainable tourism development. Thus, all the parties intending to promote the responsible tourism are urged to put more effort into the aforementioned factors. Unfortunately, self-efficacy is found to have no relationship with attitude in the current study, however, this does not mean that the same result will be found if the setting is different.

5.1.3 Implications

The current study can be used as a reference for the policymakers and tourism industry players in terms of decision making for marketing planning or management strategy while embarking in responsible tourism promotion. Besides, the current study serves as empirical evidence and contributes to the body of knowledge in the field of responsible tourism from the perspective of ecotourists. Other than that, the researchers can utilize the current study as a reference to conduct further studies in the field, working along to achieve responsible tourism and ultimately sustainable tourism development.

5.1.4 Limitations and Recommendations

The current study has few limitations. The limitation includes the limited determinants of the attitude was proposed, the study site was conducted only in Sarawak, and only focuses on the ecotourist as respondents. For future studies, it is suggested to extend the other variables that can determine attitude such as education, social environment, culture, emotions, and so on as this may give a bigger picture regarding to the responsible tourism. Furthermore, it is advised to extend the study to other parts of Malaysia such as Sabah, Terengganu, Pahang, and so on to get a more comprehensive data. Last but not least, it is recommended to collect the data from other types of tourist such as business, cultural, adventure, leisure and so on. There may be different results will be discovered from the tourists of different background and context.

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