

## DETERMINANTS OF DECISION TO VISIT TURTLE CONSERVATION AND EDUCATION CENTRE

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**Abstract:** This study examines domestic and international tourists' travel intentions and travel decisions at the Turtle Conservation and Education Centre (TCEC) in Serangan, Bali, Indonesia. Environmental awareness and peer influence are key determinants while government support moderates the relationship between travel intentions and travel decisions. Based on survey findings, the study concludes that: (1) Environmental concern and peer influence have a positive and significant effect on TCEC visit intentions; (2) Environmental concerns have a positive and significant impact on TCEC visit decisions, whereas peer influence does not significantly affect visit decisions; (3) This situation represents partial mediation, as environmental concern significantly influences visit decision both directly and indirectly through visit intention. In contrast, peer influence exhibits full mediation, as its indirect effect on visit decision through visit intention is substantial while its direct effect is not; (4) Government support strongly moderates the relationship between visit intention and visit decision to TCEC. This study contributes to tourism research by applying the theory of planned behaviour to the ecotourism context.

Keywords: Environmental concern, government support, peer influence, visit decision, visit intention.

### Introduction

Ecotourism has become a valuable industry in developing countries, offering a means to balance conservation goals and economic development (Baral *et al.*, 2012). Due to pandemic-related risks, tourists may seek to avoid travel (Gupta *et al.*, 2021) while also accepting the risk of an outbreak (Z. Li *et al.*, 2020). This study, conducted in the second half of 2022 during the early endemic phase aims to assist tourism stakeholders in developing strategies to educate tourists, enhance their knowledge of ecotourism, and promote appropriate behaviour. This research is particularly urgent in the post-pandemic era, as Bali's tourism sector transitions to the "next normal" and changing tourist behaviours suggest limited knowledge of ecotourism. As a result, interventions in the form of encouragement, education, and information are needed.

The focus of this study is the Turtle Conservation and Education Centre (TCEC) Serangan, Bali, with domestic and foreign tourists as respondents. TCEC was inaugurated by the governor of Bali on January 20, 2006, on Serangan Island, spanning 2.4 hectares. It was developed as part of a strategy to combat the turtle trade and to provide the local Serangan community with alternative livelihoods (TCEC, 2021).

TCEC also plays a direct role in turtle conservation by rescuing sick turtles, protecting turtle eggs found on crowded beaches, and purchasing eggs from the local community to prevent illegal trade. These eggs are incubated at the centre, and the hatchlings are cared for for approximately one month before being released into the wild. Visiting TCEC is thus significant not only in the context of the COVID-19

pandemic but also in fostering environmental awareness among millennial tourists. According to Ario *et al.* (2016), TCEC was established for turtle conservation and education, supplying turtles for traditional Balinese ceremonies and contributing to a decline in the trade of turtle meat, shells, and eggs. Ajzen (2020) states that the Theory of Planned Behaviour (TPB) is not a theory of behavioural change but rather a framework for predicting and explaining people’s intentions and actions. TPB is widely used to develop effective behaviour change interventions (Conner, 2020). Behavioural intention refers to an individual’s willingness to engage in a particular action (Song *et al.*, 2014). According to TPB, an action results from intention if it is voluntary (Yadav & Pathak, 2017). Soliman (2021) further highlights the utility of an extended TPB model in predicting tourists’ intention to revisit destinations.

Although numerous studies have employed the extended TPB approach—incorporating environmental concern as a variable—there is a lack of research that expands TPB to include independent variables (environmental concern and peer influence), a moderating variable (government support), a mediating variable (visit intention), and a dependent variable (visit decision) (Figure 1). Furthermore, limited studies have applied this extended TPB model to ecotourism destinations, presenting an opportunity for this research to contribute to the advancement of tourism science, particularly in ecotourism.

Currently, many practitioners and academics in Indonesia, including Sudiarta and Suardana (2016); Hendriyani *et al.* (2020); Budi *et al.* (2022), have emphasised the importance of strategies for developing and marketing tourist attractions. Previous research have examined variables such as environmental concern, peer influence, government support, visit intention, and decision to visit variables, for example, Bamberg (2003); Kim and Han (2010); Chen and Tung (2014); Meng and Choi (2016); Mandari *et al.* (2017); Wang *et al.* (2018); Abdulsahib *et al.* (2019); Suki and Suki (2019); Supaat *et al.* (2019); Zhang and Fukuda (2019); Zhou *et al.* (2019); Christian (2020); Lau and Hashim (2020); Lavuri (2021); Li *et al.* (2021); Hassan *et al.* (2021); Pham and Khanh (2021); Aslam & Arif (2021); Wang *et al.* (2021); Arina *et al.* (2022); Zameer & Yasmeen (2022); Kamalanon *et al.* (2022); Borriello *et al.* (2022). A detailed discussion of these studies is provided in the literature review section.

Based on this background, the research addresses the following key questions: (a) How do Environmental Concern and Peer Influence affect Visit Intention to TCEC? (b) What is the effect of Environmental Concern and Peer Influence on Visit Decision to TCEC? (c) What is the indirect effect of Environmental Concern and Peer Influence on Visit Decision through Visit Intention to TCEC? (d) How does Government Support moderate the relationship between Visit Intention and Visit Decision to TCEC?

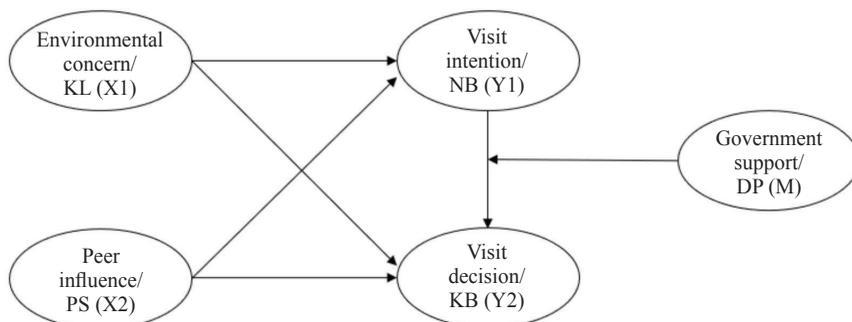


Figure 1: Theoretical framework of millennials’ travel decisions

The objective of this study is to examine the direct effects of environmental concern and peer influence on visit intention and visit decision to TCEC, the indirect effects of environmental concern and peer influence on visit decision through visit intention, and the moderating role of government support in the relationship between visit intention and visit decisions.

### Literature Review

Ecotourism has minimal impact on the local environment and culture, is non-consuming, and is ethically managed in its use of local resources, specifically through management, community functions, and benefits from doing business for the community. The implementation of ecotourism management with community-based characteristics and prioritising nature conservation usually occurs in areas, where natural integrity is preserved (Fennel, 1999). Kaihatu *et al.* (2020) stated that Indonesian millennials value the anthropocentric aspects of the ecotourism experience, as shown in the high rating on the cultural scale item in the ecotourism predisposition measure.

Ecotourism, which emerged in the 1980s (Fennell, 2015), is a concept that builds on previous research (Plog, 1974), identifying tourism segments preferring non-traditional tourist areas, new experiences before others, different destinations, and high levels of activity. Ecotourism is defined as nature-oriented, focused on preserving the natural environment and local culture, promoting environmental education and sustainability, and involving local community participation (Cochrane, 2006; Dolnicar *et al.*, 2008; Nowaczek & Smale, 2010; Baral *et al.*, 2012; Cini *et al.*, 2015; Fennell, 2015).

Indonesia and other countries offer both soft and hard ecotourism options (Cochrane, 2006; Blamey & Braithwaite, 2012; Cini *et al.*, 2015; Passafaro *et al.*, 2015). Soft ecotourism is more accessible, featuring amenities such as souvenir shops and toilets, whereas hard ecotourism involves greater physical challenges for those seeking an immersive

nature experience. Environmental concerns relate to individual awareness of issues such as degradation, resource limitations, and pollution, which drive environmentally conscious behaviours (Y. Kim & Han, 2010). Environmental concern is a key determinant of eco-friendly tourist behaviour and integrating it into the theory of planned behaviour improves predictions of pro-environmental actions (Zhang & Fukuda, 2019). Saari *et al.* (2021) found that environmental risk awareness and knowledge significantly impact environmental protection and that environmental concerns strongly influence behavioural intentions, which mediate sustainable consumption.

Growing environmental awareness has led to increased demand for green products and lifestyles (Abdulsahib *et al.*, 2019). Encouraging the use of green products within families and communities fosters responsible environmental behaviour and promotes good health. Li *et al.* (2021) found that individuals with higher environmental concern, knowledge, and control over their behaviour were more likely to purchase energy-efficient products, suggesting that environmental attitudes reflect broader behavioural patterns. Peer influence is a significant determinant of behaviour, as defined by comparative and normative theories of peer groups (Hallinan & Williams, 1990). Normative reference groups establish codes of conduct while comparative groups set behavioural standards. Peer influence, exerted by parents, siblings, teachers, and peers, enforces socially accepted behaviours (Khare & Pandey, 2017; Zhou *et al.*, 2019). Christian (2020) found that peer influence and promotional activities significantly affect purchase intention.

Government support for tourism includes legal frameworks, regulations, and promotion efforts (Arifin *et al.*, 2019). According to Hall (2005), as cited by Vujko and Gajic (2014), governments has key seven functions in tourism development, including regulation and promotion. Economic priorities often lead governments to favour growth over environmental and social concerns (Vujko

& Gajic, 2014). Consequently, government support can influence perceived behavioural control. However, Kurata *et al.* (2022) noted that government intervention does not always yield positive social outcomes. Jain *et al.* (2020) examined the relationship between perceived risk and hiring intentions, considering government support as a moderating factor. Leung and Jiang (2018) applied the Augmented Planning Behavioural Model to explore Facebook's impact on tourist visit intentions. Ahmad *et al.* (2020) found that Theory of Planned Behaviour (TPB) factors positively influence visit intention. Pahrudin *et al.* (2021) demonstrated that planning-action theory components significantly impact visit intentions to Indonesian destinations. Guggenheim *et al.* (2020) highlighted that tourists' attitudes and actions shape their travel decisions, with perceived behavioural control playing a crucial role (J. J. Kim & Hwang, 2020). Ahmad *et al.* (2020) also found that TPB factors influence tourist visit intentions.

Adel *et al.* (2020) examined Muslim tourists' travel decisions to non-Muslim destinations, finding that these decisions depend on destination Muslim-friendliness, peer influence, and Halal compliance. Dash (2020) found that attitudes, subjective norms, and behavioural control significantly affect medical tourists' visit intentions in India.

TCEC aims to conserve and manage turtles, though previous studies highlight the need for improved financial management to sustain conservation activities (Minaputri, 2014). In 2017, 26,967 people visited TCEC. They comprise 16,061 foreign tourists and 10,906 domestic tourists, of which 50% were millennials. The percentage of millennial archipelago tourists visiting TCEC in 2018 and 2019 is also in the range of 50% of the total visiting archipelago tourists. In 2018, 37,655 people visited TCEC, consisting of 28,010 foreign tourists and 9,645 domestic tourists. In 2019, 48,277 people visited TCEC, consisting of 35,709 foreign tourists and 12,568 domestic tourists. However, the COVID-19 pandemic caused a sharp decline in visitor arrivals. In

2020, 5,795 people visited TCEC, consisting of 2,675 foreign tourists and domestic tourists, and 1,435 people visited TCEC, consisting of 198 foreign tourists and 1,237 domestic tourists the following year.

According to Made Sukanta (TCEC Management), conservation at TCEC serves as a key tourist attraction. Visitors appreciate the dedication and consistency in turtle conservation efforts (Tomomi, 2007; Oka *et al.*, 2021), which align with the Tri Hita Karana philosophy (Dalem, 2002; Dalem *et al.*, 2021; Dalem, 2022).

Based on the theoretical review and research objectives, the study proposes the following hypotheses: (1) Environmental concern and peer influence have a positive and significant effect on visit intention to TCEC; (2) Environmental concern and peer influence have a positive and significant effect on visit decisions to TCEC; (3) Environmental concern and peer influence indirectly influence visit decisions through visit intention to TCEC; and (4) Government support moderates the relationship between visit intentions and visit decisions to TCEC.

## Materials and Methods

This study employed quantitative methods. To enrich the quantitative data, interviews were conducted with government officials, experts, non-government organisations, and TCEC management. The research was conducted at TCEC. A non-probability sampling technique, specifically purposive sampling (Neuman, 2013, p. 297) was used, with the criteria being tourists who had visited TCEC. The sample size comprised 125 tourists visiting TCEC. Primary data were collected using questionnaires while secondary data were obtained from journals and online sources. Descriptively, the respondents were classified as male and female, within the working or productive age group, specifically between the ages of 17 and 40 years. Among the respondents, 60 (47%) were aged 17-22 years and 65 (53%) were aged 23-40 years. Most respondents had completed their last level of education at high school (75 respondents

or 60%) while the remainder had attained a bachelor's degree (50 respondents or 40%).

Research gaps were identified by reviewing previous studies, which focused on environmental concern, peer influence, government support, visit intention, and visit decision. These gaps contribute to the development of tourism science, particularly in the field of ecotourism. This study examines the effect of two exogenous variables (environmental concern and peer influence) by mediating visit intention to visit decision, with government support acting as a moderator in the relationship between visit intention and visit decision. Further research is needed to explore determinants affecting the visit decision to TCEC, particularly in relation to environmental concern, peer influence, government support, and visit intention.

This study used five variables: (1) Environmental concern (KL), consisting of five indicators, namely support for the environment (KL1), green products (KL2), environmental knowledge (KL3), environmental protection (KL4), and environmental concern (KL5); (2) Peer influence (PS), consisting of four indicators, namely learning from colleagues (PS1), discussions with colleagues (PS2), peer recommendations (PS3), and peer experience (PS4); (3) Government support (DP), consisting of four indicators, namely policies that support ecotourism destinations (DP1), information about ecotourism destinations (DP2), facilitation of ecotourism destinations (DP3), and commitment to support ecotourism destinations (DP4); (4) Visit intention (NB), consisting of five indicators, namely willingness to visit (NB1), desire to visit (NB2), travel

plans (NB3), commitment to travel (NB4), and consideration of travel (NB5); (5) Visit decision (KB), consisting of five indicators, namely travel attitudes (KB1), choice of tourist destinations (KB2), priority in choosing tourist destinations (KB3), travel experience (KB4), and travel habits (KB5).

Indicator measurement was based on a 1-5 Likert scale. These indicators formed the basis for compiling the questionnaire, which served as the instrument for this research. The questionnaire included statements, closed-ended questions, and open-ended questions. The variables were developed into statements reflecting the respondents' perceptions, with a measurement scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data processing and analysis were performed using Smart PLS (Partial Least Square) software with the following steps: (1) designing the measurement model (external model), (2) designing the structural model (internal model), and (3) hypothesis testing and discussion. Table 1 shows the value of Cronbach's Alpha and composite reliability.

## Results and Discussion

### Result

The confidence level for each component is above 0.7, so, the measures used in this study can be said to be reliable.

An indicator is considered valid if it has a load factor greater than 0.7 in relation to the intended structure. The Smart PLS output for the load factors is presented in Figure 2.

Table 1: Value of Cronbach's Alpha and composite reliability

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Environmental concern (KL)	0.918	0.938	0.752
Peer influence (PS)	0.922	0.945	0.810
Government support (DP)	0.897	0.910	0.717
Intention to visit (NB)	0.908	0.931	0.731
The decision to visit (KB)	0.887	0.918	0.692

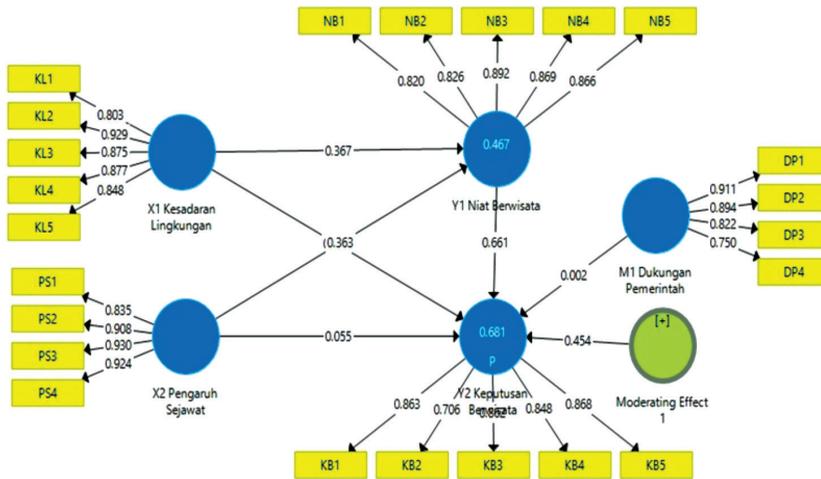


Figure 2: Outer model of millennials' travel decisions

The following tests of the internal model were performed, including the estimation of the path coefficients and their significance levels.

To evaluate the goodness of fit for the inner model, the R-squared value is 0.467 for the travel intention construct (Y1) and 0.681 for the travel decision construct (Y2). This indicates that 46.7% of the variance in the travel intention construct can be explained by the constructs of environmental awareness and peer influence while the remaining 53.3% is explained by factors other than these two constructs. The travel decision construct is explained by the constructs of environmental awareness, peer

influence, travel intention, and government support, accounting for 68.1% of the variance. The remaining 31.9% is attributed to factors outside of these four variables.

Testing the research hypothesis involves referring to Figure 3 and examining the path coefficient and the *p*-value.

Analysing the direct, indirect, and cumulative effects can provide insights into the relationships between the variables. To examine the direct effects between the configuration variables, the results of the path coefficient value analysis in Table 2 can be reviewed.

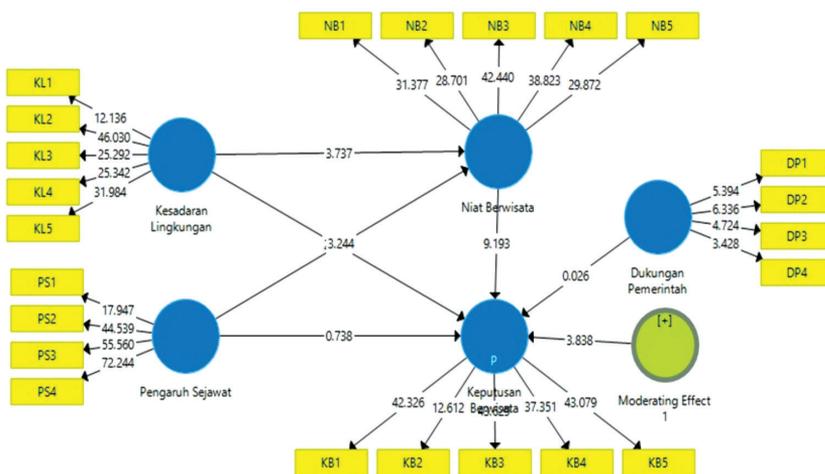


Figure 3: Inner model of millennials' travel decisions

Table 2: Path coefficient (T Statistics, *p*-values)

Construct	Original Sample	Standard Deviation	T Statistics	<i>p</i> -values	Significance
X1 → Y1	0.367	0.098	3.737	0.000	Significant
X2 → Y1	0.363	0.112	3.244	0.001	Significant
X1 → Y2	0.307	0.148	2.070	0.039	Significant
X2 → Y2	0.055	0.075	0.738	0.461	Insignificant
M1 → Y2	0.002	0.096	0.026	0.979	Insignificant
Y1 → Y2	0.661	0.072	9.193	0.000	Significant
Y1*M → Y2	0.454	0.118	3.838	0.000	Significant

The indirect influence between variables can be observed from the results of the indirect effects analysis presented in Table 3.

**Discussion**

The characteristics of ecotourism in TCEC, based on expert opinions (Cochrane, 2006; Blamey & Braithwaite, 2012; Cini *et al.*, 2015; Passafaro *et al.*, 2015), suggest it is a form of soft ecotourism. This type of ecotourism is designed to be enjoyed by tourists within a relatively short timeframe, is easily accessible, and offers various services such as toilets and souvenir shops.

Conservation at TCEC is an ecotourism-based attraction that seeks to balance societal change with nature preservation and economic interests, as stated by Stronza and Gordillo (2008). This aligns with the view of Orams (2012), who argues that the concept of ecotourism aims to unite and balance several conflicts by establishing travel provisions, protecting natural resources and culture, and generating economic benefits for local communities.

The management of ecotourism destinations at TCEC is consistent with the views of

Scheyvens (1999) and Donohoe and Needham (2006), who identify the essence of ecotourism as (1) nature-based; (2) preservation/conservation; (3) education; (4) sustainability; (5) distribution of benefits; and (6) ethics/responsibility/awareness. Moreover, the existence of TCEC aligns with Fennel’s (1999) view that ecotourism focuses on experiencing and learning about nature in a sustainable and ethically managed way, ensuring low environmental and cultural impact. This approach emphasises non-consumptive practices and is oriented toward local resources, particularly through the control function carried out by local communities, with business activities contributing to the welfare of local communities. The implementation of community-based ecotourism management and the prioritisation of nature conservation typically occur in areas where nature is still well-preserved.

**Test Hypothesis 1**

Environmental concern and peer influence have a positive and significant impact on TCEC visit intentions. Based on the processed data, as reported in Table 3, the impact of environmental concern on visit intentions is evident, with a

Table 3: Value indirect effects (T Statistics, *p*-values)

Construct	Original Sample	Standard Deviation	T Statistics	<i>p</i> -Values	Notes
KL → NB → KB	0.243	0.068	3.55	0.000	Partial mediation
PS → NB → KB	0.240	0.080	2.982	0.003	Full mediation

regression coefficient of 0.367 and a  $p$ -value of 0.000. This indicates that environmental concern has a positive and significant effect on visit intention to TCEC, thus, supporting the hypothesis. Similarly, peer influence on visit intention shows a regression coefficient of 0.363 and a  $p$ -value of 0.001, indicating a positive and significant impact, and thus, the hypothesis is accepted.

Environmental concern fosters visit intention to ecotourism destinations. This is corroborated by an interview with Prigi Arisandi (Director of Ecoton) on December 30, 2022. Ecoton, an NGO focused on conserving river quality, consistently monitors the rivers in East Java and publishes its research to raise awareness among both the government and society. Environmental concern, driven by awareness of sustainability, is expected to encourage a commitment to preserve nature in everyday life and selecting ecotourism destinations. Prigi Arisandi highlighted the importance of using social media and mainstream media to connect with the tourist market, thereby leveraging media to encourage visits to ecotourism sites.

Environmental concern is also fostered through initiatives such as turtle rescue. Made Sukanta explained, “TCEC was established in 2006 through the initiative of WWF-Indonesia, BKSDA of Bali Province, PHDI Bali, the Faculty of Veterinary Medicine at Udayana University, and the people of Serangan. TCEC’s main task is to save turtles and educate the community about turtle conservation”. This aligns with the findings of Kushartono *et al.* (2014), who noted that one protective measure for green turtles is translocating eggs from natural nests to semi-natural nesting sites.

### **Test Hypothesis 2**

Environmental concern, peer influence, and visit intention positively and significantly influence visit decisions to TCEC. As shown in Table 3, the impact of environmental concern on visit decisions is significant, with a regression coefficient of 0.307 and a  $p$ -value of 0.039, indicating a positive and significant effect.

Thus, the hypothesis is accepted. However, peer influence on visit decisions shows a regression coefficient of 0.055 and a  $p$ -value of 0.461, meaning it does not significantly influence the visit decision, and this hypothesis is rejected. This finding contrasts with research by Adel *et al.* (2020), who found that peer influence positively spurs visit decisions. The regression coefficient for visit intention is 0.661, with a  $p$ -value of 0.000, indicating that visit intention has a significant impact on the visit decision, and thus, the hypothesis is accepted.

Made Sukanta (Manager of TCEC) stated, “TCEC conducts conservation with the support of the community. Tourism is a bonus from the conservation efforts carried out by TCEC and the community”. This is in contrast to Ramli *et al.* (2022), who stated that the lack of community-based conservation organisations negatively affects endangered species.

### **Test Hypothesis 3**

Environmental concerns and peer influence indirectly influence visit decisions through visit intention to TCEC. As seen in Table 3, the indirect effect of environmental concern on visit decisions is significant, with a total indirect effect of 0.243 and a regression coefficient of 0.000, indicating a positive and significant influence through visit intention. Thus, the hypothesis is supported, with environmental concern influencing visit decisions both directly and indirectly through visit intention—this situation is known as partial mediation. As shown in the overall indirect effects table, the indirect effect of peer influence on visit decisions through visit intention has a regression coefficient of 0.24, with a  $p$ -value of 0.003. This indicates that indirect peer influence significantly affects visit decisions through visit intention, making the hypothesis valid. However, direct peer influence does not significantly affect visit decisions, resulting in full mediation. This finding aligns with the theory of planned behaviour (Ajzen, 1985), which posits that subjective norms (in this case, peer influence) shape behaviour (in this case, visit decisions) through visit intentions.

### ***Testing Hypothesis 4***

Government support moderates the relationship between visit intention and visit decision to TCEC. Based on the processed data, as shown in Table 3, government support strongly moderates this relationship with a significance level of 0.000, meaning the hypothesis is accepted.

Cicilia Larasati Rembulan, a psychologist from the University of Ciputra Surabaya, stated, “The government in Indonesia is far more dominant, as the Theory of Planned Behaviour operates at an individual level while tourism is influenced by the macro context. Therefore, government support plays a significant role in encouraging tourism to TCEC”.

Made Sugiani, Head of the Denpasar City Tourism Marketing Development Division, noted, “In 2020, there were 2,675 foreign tourists and 3,120 domestic tourists visiting TCEC while in 2021, these numbers dropped to 214 foreign tourists and 1,404 domestic tourists. In 2022, there were 13,624 foreign tourists and 5,760 domestic tourists. The Denpasar City Tourism Office has been active in developing and promoting TCEC, including repairing facilities, training tour guides, and engaging in international virtual sales missions.”

I Gusti Agung Widnyana, Head of the Denpasar City Tourism Destination Development Division, reported on January 19, 2023 that there are three provisions related to TCEC: Denpasar Mayor’s Decree Number 188.45/472/HK/2015 on Designation of Tourism Villages, Denpasar Mayor’s Decree Number 188.45/966/HK/2020 on Determination of Tourist Attractions, and the Decree of the Head of the Denpasar City Tourism Office Number 556/321/DISPARDA/2022 on the Composition of Village Tourism Awareness Groups throughout Denpasar City.

This study has the following limitations: (1) The study was conducted at a single time point, so, the results may not reflect the same behaviour in subsequent years. Future research could benefit from a longitudinal study design; (2) The direct relationship between environmental awareness, peer influence, and

the government’s role was not discussed in this study. Future researchers may wish to explore these relationships in greater depth.

### **Conclusions**

Based on the findings and discussions, it can be concluded that: (a) Environmental concern and peer influence have a positive and significant effect on the visit intention to TCEC. The influence of environmental concern and peer influence on visit intentions means that environmental concern and peer influence are needed to increase visit intentions to TCEC. The descriptive analysis showed that respondents generally had a favourable perception of environmental concern and peer influence, as reflected in the high mean values of all indicators and significant outer loading values; (b) Environmental concern has a positive and significant influence on the visit decision to TCEC, but peer influence does not significantly influence the visit decision to TCEC. This suggests that environmental concern plays a crucial role in determining visit decisions to TCEC; (c) Environmental concern has both direct and indirect effects on visit decisions through visit intention, indicating partial mediation. In contrast, peer influence indirectly affects visit decisions through visit intention, but its direct effect is not significant, indicating full mediation; (d) Government support strongly moderates the relationship between visit intention to visit decision to TCEC. Future research should explore the direct role of government support in increasing millennial tourist visits to ecotourism destinations, as well as its mediating effect between travel intention and travel decision.

### **Theoretical Implication**

This study contributes to the academic discourse by strengthening the theoretical understanding of environmental awareness, peer influence, travel intention, government support, and travel decisions. Specifically, it provides evidence that

environmental awareness directly influences travel intention and travel decision while government support significantly moderates the relationship between travel intention and travel decision.

### Practical Implication

The findings of this study provide practical insights for various stakeholders involved in promoting ecotourism. Tourism agencies and policymakers can leverage these insights to enhance environmental awareness and peer influence as drivers of travel intention and decision-making. Furthermore, government support plays a crucial role in attracting millennial tourists to ecotourism destinations. Managers of ecotourism sites, both locally and internationally should recognise the importance of these factors to effectively engage millennial travellers and promote sustainable tourism.

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### Conflict of Interest Statement

The authors declare that they have no conflict of interest.

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