

EXPLORING THE ROLE OF DESTINATION IMAGE TO ECOTOURISM INTENTION

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Abstract

The destination image is a concept created by different supply and demand agents. The balance between what is expected and what is being offered is essential in promoting the destination. Tourism is a social phenomenon based on a positive destination image. The target image is the mental expression held by the individual of the venue, and the delay depends on the information received or the actual visit by the individual. However, tourism research has yet to confirm whether an integrated destination image models applicable in predicting the overall destination image and behavioural of travellers. The purpose of this study is to delineate those criteria by analysing the correlation between destination personality, destination image, and intention to visit while considering the influence of constructive attitudes and emotional values.

Keywords: destination image, destination personality, ecotourism, behavioural intention

1 INTRODUCTION

Tourism to natural areas has been widely endorsed as a mechanism for sustainable development and for providing financial incentives to protect natural areas from alternative economic transformation (Kazeminia, Hultman, & Mostaghel, 2016). Tourism has been seen as the driving force for regional development. Successful tourism can increase destination's tourist receipts, income, employment, and government revenues. How to attract tourists to visit and/or recommend the destination to others is crucial for the success of destination tourism development.

Ecotourism or nature tourism is acclaimed as the fastest-growing sector of the international tourist industry. Though used interchangeably, the two terms involve separate and distinct concepts. In order to differentiate the many aspects of nature tourism, a confusing array of terms has been adopted into common usage. To discriminate among these terms is more than a debate of semantic distinction. The terms are not synonymous and the nuances of their separate meanings should be recognized. The notion of ecotourism eludes precise definition because it is a complex concept that ambitiously attempts to simultaneously describe an activity, frame a philosophy, and promote a model for development. From the perspective of the tourist consumption process (Juganaru & Juganaru, 2008), tourist behaviour can be divided into three stages: pre-, during- and post visitation. More specifically, tourist behaviour is an aggregate term, which includes pre-visit decision-making, onsite experience, experience evaluations, and post visits behavioural intentions.

It has been generally accepted in the literature that destination image has an influence on tourist behaviours (Dener, 2011; Lee, 2007). Travel behaviours include selecting a destination to visit and evaluating subsequent and future behavioural intent. Further assessments include travel experience or perceived trip quality during stay, perceived value and overall satisfaction while future behavioural intent includes intention to visit. Based on the knowledge that the target image is an overall impression cognitive and affective evaluations (Chiu, Lee, & Chen, 2014) it is suggested that brand associations should include cognitive and affective image components (Bramwell & Rawding, 1996). These two components are accepted as influential indicators of destination image (Williams & Soutar, 2009).

1.1 Research problem

In recent years, the influence of tourism on the environment, economy, and social and cultural fabric of society has become increasingly important. Alternative tourism models, such as nature-based travel, green travel, responsible travel, soft-tourism, cultural tourism, adventure travel, and ecotourism, are widely regarded sectors that are growing more rapidly than general tourism (Gartner, 1989).

Ecotourism, one of the fastest-growing tourism sectors, is defined as traveling to respectively undisturbed natural areas with a specific objective of learning, admiring, and enjoying the scenery and wildlife in the ecosystem, and understanding the history and culture supported by the environment. Ecotourism is also considered as a scientific, aesthetic, or philosophical approach to tourism (Ross & Wall, 1999). It benefits the conservation of natural resources financially, and assist local populations directly in achieving sustainable development of the environment (Dogru & Bulut, 2018; Tsaur, Lin, & Lin, 2006). Ecotourism compared to mass tourism has four principal advantages:

- 1) Less impact on the environment and maintenance of ecosystem stability and diversity;
- 2) Respect for local culture;
- 3) Direct economic benefit for local populations;
- 4) Maximization of recreational satisfaction. (Clarke, 1997; Tribe, 2012)

Thua Thien Hue province is a small but rapidly growing city in central Vietnam, famous as a cultural centre. The development of the province has negative impacts on its environment and natural resource base. In the scenario, tourism plays a key role in the city's socioeconomic. However, the problems for Hue's government are presented in aspect: lack of researches which focuses on tourist behaviour, through the demand of policies follow the feedback from visitors and stakeholders, who is responsible directly from tourism activities.

In its story, ecotourism became evident over this period that demands a particular type of tourism which has shifted away from tourism towards sustainable development in Thua Thien Hue province. When tourists chose destinations, they usually select locations that satisfy the subjective criteria if their requirements. The purpose of this study is to delineate those criteria by analysing the interrelationship among destination personality, destination image and intend to visit while examining the effect of construct attitude, perceived value, and tourist satisfaction.

1.2 Research objectives

From problems research, this study focuses on examining ecotourism activities under a visitor perspective. The primary aim of this research was to assess ecotourism behaviour and a view to suggesting strategies that will contribute to local, sustainable tourism. In order to fulfil this research aim, the five objectives were set up as follows:

- a) To measure the impact of Destination Image on ecotourism attitude;
- b) To measure the impact of Destination Image on ecotourism perceived;
- c) To measure the impact of Destination Image on the Destination personality;
- d) To identify the relationship between Destination Image and visit intention of visitors;
- e) To clarify the role of Destination Image as a moderator variable of the relationship between Perceived value and visit intention.

The research question below was conducted to ensure these main objectives were set:

Research question 1: What is the impact of Destination Image on Destination personality?

Research question 2: What is the impact of Destination Image on ecotourism attitude?

Research question 3: What is the impact of Destination Image on ecotourism perceived value?

Research question 4: What Destination Image influence on visit ecotourism intention?

2 LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Destination image can be defined as a tourist's general impression of a destination (Souiden, Ladhari, & Chiadmi, 2017), that is, it is 'sum of beliefs, ideas, and impressions' that a visitor has toward a certain place (Juganaru & Juganaru, 2008). The image is a portrayal of the visitor's attitude towards a number of cues related to the destination attributes (Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015). The destination image in the minds of travellers plays an important role in their travel purchase decisions and then, stimulating their intention to visit (Beerli & Martín, 2004). The main factors considered by travellers at a destination are natural and scenic resources, accessibility, cultural resources, security, nightlife and entertainment, and quality/price ratio (Baloglu, 1997). Ramseook-Munhurrin, Seebaluck, & Naidoo (2015) describe the destination image as consisting of three components: the product, for instance, the quality of the attraction; the second one as the behaviour and attitude of the destination hosts; and thirdly the environment: weather, scenery, and facilities.

Destination Image has been one of the areas of great interest for tourism scholarly inquiry; and its importance in relation to the overall success of a destination has been acknowledged by destination marketing-related literature (Draper & Minca, 1997; Kuo, Wu, & Deng, 2009) DI is considered as a strong element of a destination to develop competitive advantages (Baloglu & Brinberg, 1997), because, as highlighted by (Ahmed, 1996) "destinations mainly compete based on their perceived images relative to competitors in the marketplace". In addition, (Chew & Jahari, 2014; Fesenmaier & MacKay, 1996) suggested that by studying the DI of a country, it is possible to better understand destination selection processes of tourists, as it is an element influencing tourists' behaviour before, during and after the visitation of a place. This opinion has been supported by Chew and Jahari (2014), who considered that the study of DI is of great importance because it influences "tourists' decision-making and behaviour". Likewise, DI is an element that contributes to the tourist's loyalty to a destination (Chen & Chen, 2010). Arguably, the perceptions of the DI potential tourists hold of a place, is a key player in the selection process of destination. In this respect, tourism literature "in general, indicates that what a prospective traveller believes or thinks about the natural environment, climate, people, infrastructure, quality of a place, may shape perceptions or images which will contribute, or not, to the selection of this place by the traveller" (Baloglu & McCleary, 1999; Chi, Pan, & Del Chiappa, 2018). In other words, studies have shown that destinations conveying positive images are most likely to be selected rather than those with negative images. In sum, it can be say that exploring the DI of a country is an imperative task every destination should undertake (Hultman, Kazeminia, & Ghasemi, 2015)

While destination image is based on the availability of local environmental resources and supporting site facilities (Jin, Lee, & Lee, 2015), it is also dependent on tourists' subjective perception of these attributes (Chen & Tsai, 2007; Cronin, Brady, & Hult, 2000; Lee, 2007).

Cognitive is defined as the belief or knowledge about a destination's attributes, whereas affective evaluation describes the feelings toward or attachment to these attributes due to experiences related to the scenic spots or wildlife appreciation (Ahmed, 1996; Chang & Horng, 2010; Lindberg & Johnson, 1997). What tourists actually experience, see, and feel helps them to form impressions of the tourist destination (Baker & Crompton, 2000; Kuo, Wu, & Deng, 2009; Shin, 2017). If the tour site can indeed attract tourists, satisfy their expectations and evoke

positive cognitive and affective perceptions of the destination, then this will be conducive to the destination image. Previous studies suggest that cognitive image can influence effective image (Chon, 1992; Gartner, 1989). In other words, tourist cognition of destination attributes will determine their feelings (positive or negative) about the travel destination. Numerous studies take an ex-post view of destination image, exploring destination image after the tourist has toured the destination. Destination image has also been modelled as an antecedent variable that correlates with perceived value (Ahmed, 1996; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015), satisfaction (Jin, Lee, & Lee, 2015; Lindberg & Johnson, 1997) and behavioural intention (Chon, 1990; Ha & (Shawn) Jang, 2010; Williams & Soutar, 2009). This component responds to the behavioural attitudes towards the destination and is basically how one behaves in relation to the aforementioned two components. It is the point where an individual decides to travel or not. Both the cognitive and affective aspects of destination image have different roles, and their impacts vary according to specific circumstances.

Because the image concept is subjective, individuals' perceptions of the tourist destination image tend to vary greatly (Buonincontri et al., 2017). Consequently, the overall image of the destination is a combination of cognitive/perceptual and affective components (Chang & Horng, 2010; Draper & Minca, 1997). This overall image could drive a person to travel to a destination or visit. Hence, it can be argued that the actual experience of visiting a destination will have an important effect on the DI from a cognitive and emotional point of view (Crompton, Fakeye, & Lue, 1992; Selby & Morgan, 1996).

Perceived value can be defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Chon, 1991; Fesenmaier & MacKay, 1996) pointed out that value is related to service quality, the costs paid by the customer, customer expectations for service and the actual delivered service. In a trade-off process, perceived value results from comparing the monetary sacrifices and the derived benefits associated with an acquisition (Agarwal, 2002; Fakeye & Crompton, 1991). Therefore, if perceived value lives up to customers’ desired value, then customers would be satisfied with the product.

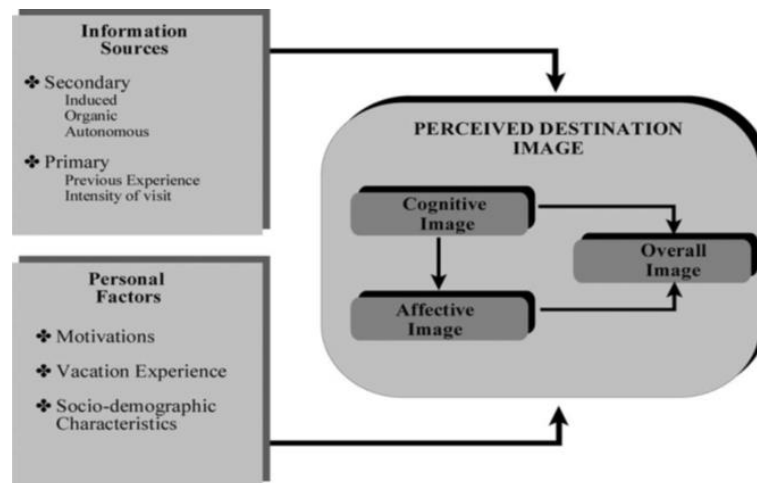


Fig. 1 – Model of the Formation of Destination Image. Source: Beerli & Martín (2004)

Destination formation model Customer satisfaction has received a lot of attention in marketing materials. Satisfaction is defined as customers' judgments about products or service fulfilment (Alford, 1998). One of the key factors of destination marketing success is traveller satisfaction as it influences destination selection and decision to visit. (Lee, 2009). Loyalty signals customers' attitudes and behaviours towards the products and services received and their repeat usage (Agarwal, 2002; Kazeminia, Hultman, & Mostaghel, 2016). Previous studies have confirmed the relationship between customer satisfaction and loyalty (Chen & Tsai, 2007;

Chen, Shang, & Li, 2014; Cronin, Brady, & Hult, 2000). Therefore, it is important to examine the concept of the image and its relationship with the satisfaction obtained to determine visitor intent and propose a destination (Souiden, Ladhari, & Chiadmi, 2017; Hongmei Zhang, Wu, & Buhalis, 2018). A number of studies in the field of tourism found satisfaction has an influence on tourists' future behavioural intentions (Kuo, Wu, & Deng, 2009; Sekaran & Bougie, 2016). Positive travel experiences in terms of services, products and other resources provided by the destination could induce positive word-of-mouth (WOM) recommendations as well as repeat visits (Alrawadieh, Alrawadieh, & Kozak, 2019; Chang & Horng, 2010; Dann, 1996)

2.1 Destination personality

While destination image has been the focus of tourism research for several decades, destination personality has received less attention from researchers, because the concept is quite new in the tourism field (Chen & Tsai, 2007; Gursoy, Jurowski, & Uysal, 2002). Positioning destinations on the basis of their functional attributes make them less distinguishable and easily substitutable. Therefore, using additional traits and selling propositions such as destination personality may contribute to differentiating tourism places and encouraging tourists (Dann, 1996; Haahti, 1986)

Destination marketers use destination personality to differentiate and position their branded cities in a highly competitive tourism marketplace (Chen & Tsai, 2007; Selby & Morgan, 1996). As a matter of fact, destination personality is becoming a more viable metaphor for destination branding and positioning (Crompton, Fakeye, & Lue, 1992).

One of the most known models for investigating personality traits is the Big Five Model (Buonincontri et al., 2017; Draper & Minca, 1997). Its five factors are openness to experience (e.g., people's appreciation of art, adventure, curiosity, etc.), conscientiousness (e.g., people's consideration of others when making decisions, their self-discipline, strive for achievement), extraversion (e.g., people's interest in other people and external events, etc.), agreeableness (e.g., people's compatibility with other people, their concern for social harmony, kindness and generosity, etc.) and neuroticism (e.g., shows people's negative emotions such as anger, anxiety, or depression, emotional reactivity and vulnerability to stress, etc.). Building on the Big Five model of human personality, (Sternberg, 1997) has proposed the Brand Personality Scale (BPS) that better describes the personality attributes of products and brands. Since then, (Chi, Pan, & Del Chiappa, 2018; Moon & Han, 2018) scale has been widely employed as a measure of product brand personality. (Crompton, 1979) defines brand personality as "the set of human characteristics associated with a brand". Brand personality contributes to the development of positive brand evaluation, brand preferences, brand trust, brand effect, and brand loyalty (Qu, Kim, & Im, 2011; Selby & Morgan, 1996). It is a central component of brand identity, which is the brand, meaning that a firm wants to convey to its target consumers. Brand image, however, is the consumers' interpretation of the brand's identity (Kazemina, Hultman, & Mostaghel, 2016; Ryan & Montgomery, 1994). Academics argue that brand personality is best-comprehended from the sender's viewpoint, whereas the brand image is best-understood from the receiver's viewpoint (Agarwal, 2002; Strydom, 2010). Also, brand personality refers to the symbolic function of a brand, whereas brand image refers to both symbolic and functional benefits (Heng Zhang & Lei, 2012).

2.2 Behavioural intention

Favourable behavioural intent often represents customer loyalty. Customer loyalty is an important goal in the consumer marketing community because it is a key ingredient for the company's long-term or long-term viability. Loyalty measurement can provide a better understanding of customer retention. Retaining existing customers often costs much less than

acquiring new customers. Moreover, loyal customers are more likely to refer friends, relatives or other potential customers to your product/service by acting as a free word of mouth advertising agency. (Juvan & Dolnicar, 2016; Morley L., 1992). Loyalty can be identified and assessed by both attitude and behavioural measures. The attitude measure refers to a specific desire to continue the relationship with the service provider while the behavioural perspective refers to the concept of repeated sponsorship.

3 RESEARCH FRAMEWORK AND RESEARCH HYPOTHESIS

In order to exam the relationship between Destination Image and visit ecotourism behavioural intention, this study uses the conceptual, behavioural theory.

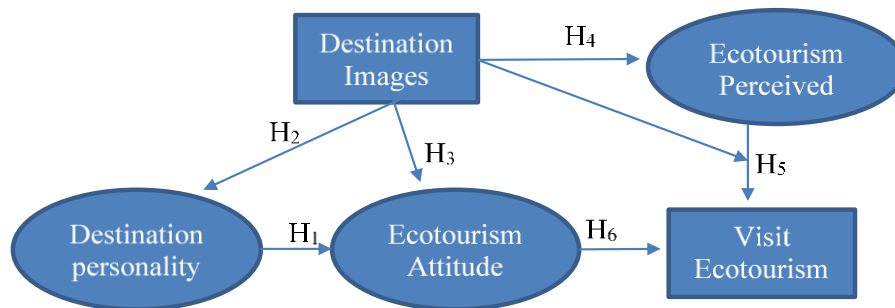


Fig. 2 – The structure model of Theoretical. Source: own research

3.1 The impact of destination personality on ecotourism attitude

An attitude toward a destination is the opinion favourable, unfavourable or neutral-that a tourist has about the destination. (Ahmed, 1996) states that attitude towards a destination is a key factor in explaining the influence a place may have on tourists' decision-making.

In the marketing literature, the attitude has been shown to be related to behavioural intentions. The theory of planned behaviour stipulates that individual behavioural intentions are influenced by attitudes, perceived behavioural controls toward behaviour, and subjective norms (Chi, Pan, & Del Chiappa, 2018; Ajzen, 1991). Juvan & Dolnicar (2016) find no significant link between attitude and behavioural intention of choosing a travel destination, many other studies support the relationship between attitudes and destination choice (Kazeminia, Hultman, & Mostaghel, 2016), attitudes and overall satisfaction (overall impression, overall performance), and attitudes and tourist behavioural intentions (Fesenmaier & MacKay, 1996; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Therefore, the following hypothesis is proposed:

Hypothesis 1: Destination personality has a positive and significant impact on attitude toward the destination

3.2 The impact of destination image on destination personality and attitude

Baloglu & McCleary (1999) argue that while several studies have attempted to explain both concepts, there is much ambiguity surrounding the relationship between brand image and brand personality. Both concepts were used interchangeably in the literature (Baker & Crompton, 2000; Lindberg & Johnson, 1997). For Cronin, Brady and Hult (2000), brand personality and the affective component of brand image are interrelated. This opinion is further supported by studies stipulating that the affective component of image can be associated with some dimensions of destination personality (i.e., sincerity, excitement, and conviviality) (Gallarza, Saura, & García, 2002; Hultman, Kazeminia, & Ghasemi, 2015). However, they add that a

fuzzy conceptualization and a lack of empirical studies have hindered the understanding of the relationship between brand image and brand personality. In fact, there is no general agreement on their causal relationship (Chang & Horng, 2010; Cronin, Brady, & Hult, 2000; Echtner & Ritchie, 1993).

As for the conceptualization of the relationship between destination personality and destination image, this study proposes to use the widely recognized cognitive-affective-conative attitude model of (Altunel & Erkut, 2015; Cronin, Brady, & Hult, 2000). This conceptualization, stipulating that attitude is formed on the basis of cognitive, affective, and behavioural components, has dominated the marketing and consumer psychology literature. Additionally, (Chi, Pan, & Del Chiappa, 2018; Gallarza, Saura, & García, 2002) find support for the attitude theory in the tourism industry. Hence, the present study proposes the following hypothesis:

Hypothesis 2: Destination image has a significant positive impact on destination personality.

Hypothesis 3: Destination image has a significant positive impact on ecotourism attitude

3.3 The impact of destination image on ecotourism perceived value

Baker & Crompton (2000) and Shin (2017) found that the destination image indirectly influences satisfaction via the trip quality–perceived value path and has both direct and indirect effects on behavioural intentions. Yoshida (2017) developed a conceptual model to explain destination loyalty by examining the causal relationships among destination image, tourist attribute, and overall satisfaction and destination loyalty. Their results supported the proposed destination loyalty model, which advocated that destination image directly influenced attribute satisfaction; destination image and attribute satisfaction were both direct antecedents of overall satisfaction; and overall satisfaction and attribute satisfaction, in turn, had a direct and positive impact on destination loyalty. However, their study did not examine the effect of tourists' perceived value on the destination loyalty model. Based on the review, the hypotheses, therefore, would be:

Hypothesis 4: The higher the destination image, the higher the perceived value

3.4 The impact of perceived value to visit ecotourism behavioural intention

Analysis of the relationship between the concepts of perceived value and intended future behaviour has found that perceived value often stands out as an antecedent and a key determinant of their future behavioural intentions (Juvan & Dolnicar, 2016; Lee, 2007; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Because of the narrow focus of this study, the empirical analysis of the relationship between perceived value, and behavioural intentions was focused on ecotourism. Therefore, the hypotheses would be given:

Hypothesis 5: The ecotourism perceived value has a significant positive impact on behavioural intention to visit.

3.5 The impact of attitude to visit ecotourism behavioural intention

Hypothesis 6: The ecotourism perceived value has a significant positive impact on visit behavioural intention.

4 METHODOLOGY

4.1 Research design

This study uses research paradigms of post-positivism because the Methodological stance of this study is that the hypotheses will be tested and more emphasis placed on the context (Sekaran & Bougie, 2016). This investigation uses the research approach of deduction, which is that from the more general to the more specific. Moreover, if research starts with a theory, often developed from a reading of academic literature and the researcher designs a research strategy to test the theory, the deductive approach is used (Trochim & Donnelly, 2008). This deductive approach is illustrated as follows:

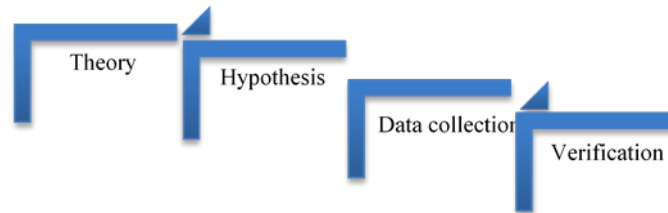


Fig. 3 – The structure of method design. Source: Trochim & Donnelly (2008)

This research applies the survey research, which uses mix-methods of qualitative and quantitative for the investigation. The qualitative stage will be applied with the technique of the semi-structured interview to explore whether important variables or relationships are missing from the model. The quantitative stage with the pilot study and full study will be investigated.

First of all, through analysing and the existing literature, the study proposes a conceptual model. After building the constructs' measurement for the proposed research model, all survey items, originally published in English, are converted into Vietnam. When the translation is completed, a semi-structured interview and the pilot test are carried out to ensure comprehension of all questions by subjects. This step will explore to identify whether or not the variable or relationships are lacking in the model. After the pilot test, the questionnaire is completed, the survey items are refined. Finally, the official survey is collected through an offline survey for respondents.

4.2 Data collection

Qualitative

The qualitative research intends to give a complete and total description of this research by semi-structured interview people. The data collected is then turned to utilize to explore whether important variables or relationships are missing from the model. 10 tourists will be used as a pre-test to collect data. Paper and record are used as techniques for the interview.

Quantitative

As the study is conducting quantitative data, the study will be using a questionnaire as an instrument for the primary data collection; the result will be analysed and interpreted using descriptive statistics. By doing this way, the pilot study with the sample size of 100 tourists would be run firstly, the main goals of the pilot study to assess the items' accuracy in representing corresponding constructs and evaluate the quality of content and reliability of measures scale. Finally, the full study would be carried out in a range sample of more than 300 visitors using a Likert scale (1-5) questionnaire.

4.3 Data analysis

Qualitative analysis

The data will be analysed by excel with table analysis for coding and analysis to identify new variables and confirm variables that have been found in the literature review. For example, some questions can be used for qualitative analysis. The software of NVIVO may be applied to analyse the quantitative data.

Quantitative analysis

In order to achieve the purpose of this research and test hypotheses, SPSS 22.0, and SmartPLS 3.0 will be employed to analyse the collected data. This study has conducted the following data analysis. To delineate underlying factors of experience quality, this research conducts an exploratory factor analysis (EFA) using the principal component method with varimax rotation. A confirmatory factor analysis (CFA) is first used to confirm the factor loadings of the constructs (i.e. destination image, destination personality, perceived value, and behavioural intentions) and to assess the model fit.

Descriptive Statistic Analysis

Descriptive statistical analysis will be used to analyse the characteristics of each variable. Firstly, respondents' profiles will be illustrated using descriptive statistic techniques in terms of the frequency of distribution. Then the means and standard deviation of both independent and dependent variables will be illustrated.

Factor analysis and Reliability Test

To verify the dimensionality and reliability of constructs of this study, purification processes, including factor analysis and Cronbach's alpha analysis were conducted in this study. Factor analysis examined the basic structure of the data. To maintain the most flexibility for this exploratory study, the decision was made to test each sub-dimension separately as a discrete construct. Coefficient (Cronbach's) alpha measured the internal consistency of each identified dimension. A confirmation factor analysis (CFA) is first used to confirm the factor loadings of the constructs and to assess the model fit. Convergent validity of the CFA result should be supported by item reliability, construct reliability and average variance extracted.

Tab. 1 – Confirmatory Factor Analysis. Source: own research

Constructs	Items	Item reliability			Construct reliability	Average variance extracted
		Standardized factor loading	Standard errors	t-value		
Destination Image						
Destination personality						
Perceived value						
Attitude						
Behavioral intention						

Hypothesis testing

The partial least squares (PLS) approach is employed with SmartPLS 3.0 to analyse the measurement model. The PLS approach (a variance-based SEM method), not covariance-based SEM methods such as LISREL and AMOS, is chosen because some indicators are formative, and the main objective is to determine the predictive validity of the specified paths, not to establish a causal model with the best fit. Additionally, the PLS approach allows for the simultaneous testing of both the measurement and structural models.

Evaluation of Measurement Model

The model on this study has constructs that more formative, PLS uses component-based algorithms, and can estimate formative constructs. To measure the reliability and validity of the measurement model through several criteria, such as R² value, average variance extracted (AVE), composite reliability (CR), Cronbach's alpha. The R² value of the dependent constructs measures the amount of explained variance of each endogenous latent variable. AVE is the measurement of the amount.

5 CONCLUSION AND DISCUSSION

This study examines the influence of destination imagery on tourists' intentions and decisions on tourism destinations for ecotourism in Thua Thien Hue Province, Vietnam. The target image is an independent variable, the intention of a visitor is to intervene and the access decision is a dependent variable. The study explained with a quantitative method used. The sample size is 365 respondents. The purposeful sampling technique is applied to the criteria of travellers using eco-tourism products. Data is collected with a questionnaire and processed with path analysis. These results indicate that the changing destination image has a direct and significant impact on the intention of tourists to visit x%. A changed target image has a direct and significant effect on access decisions in y%. The intention to change travel has directly and significantly affected the decision to access up to z%. Based on these results, ecotourism activities should continue to try to build a positive image and improve communication between local authorities and local communities to enhance cooperation to improve the environment natural school in Thua Thien Hue province.

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