

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF
PARTICIPATION BEHAVIOR (PB)
AND PRO-ENVIRONMENTAL
BEHAVIOR (PEB) ON
ENVIRONMENTAL
CONSERVATION (EC) AMONG
MILLENNIALS IN LANGKAWI**

MUHAMMAD HAFIZ BIN AZIZAN

Thesis submitted in fulfilment
of the requirements for the degree of
Doctor of Philosophy
(Hotel and Tourism Management)

Faculty of Hotel and Tourism Management

March 2024

ABSTRACT

The rapid growth of island tourism in Langkawi has brought significant impacts on the local inhabitants, their engagement behavior, socio-cultural settings, and the preservation of the island's natural heritage. While the development of local infrastructure and job opportunities can benefit the residents, it also poses potential negative effects on the environment, which in turn can impact the island's quality of life and tourist appeal. This study investigated the influence of awareness among Millennials in the host community on improving participatory behavior in environmental protection and conservation activities, as well as the development of sustainable island tourism. By examining the relationship between Participation behaviors (PB) and Pro-Environmental Behavior (PEB) on Environmental Conservation (EC) among Millennials, the study focused on understanding the effectiveness of pro-environmental behavior driven by awareness in fostering participatory behavior. The pivotal role of Millennials in ensuring the continuity of sustainable island tourism is emphasized. Quantitative method was employed to analyse data from three hundred ninety six respondents. Statistical Package for the Social Sciences (SPSS) and Partial Least Square-Structural Equation Modelling (PLS-SEM) were used in this study to investigate the associations between Millennials' involvement behavior and pro-environmental behavior. It likely involves estimating the structural model to test the hypothesised correlations and building a measurement model to evaluate the validity and reliability of the measurement scales utilised. In order to analyse the data and test the study hypotheses, these quantitative approaches offer a methodical and statistical approach, enabling researchers to make judgements based on empirical evidence. The study examined Millennials' involvement in environmental protection. Through numerous chapters, significant influencing variables for conservation were discovered. In relation to participation behavior, pro-environmental behavior, and environmental conservation, study objectives, a theoretical framework, and hypotheses were constructed. The results showed the importance of how to encourage self-awareness and environmentally responsible behavior among Millennials for sustainable practises. The research contributed to empirical evidence on the relationship between PB, PEB, and EC among Millennials in Langkawi, providing practical implications for policymakers, environmental organizations, and community leaders. The study underlined the role of Millennials in environmental conservation activities and offered insights into improving their participation through targeted interventions. It investigated the effect of residents' place image and connection on their pro-tourism behavioral intention. This includes how these characteristics influence their motivation to engage and support tourism-related environmental conservation initiatives, with assistance from Social Exchange Theory (SET) as the fundamental underpinning theory and the Theory of Planned Behavior (TPB). Moreover, this study supported the groundwork for future research on implementing strategies for sustainable island tourism.

ACKNOWLEDGEMENT

In the Name of Allah, the Merciful, the Compassionate. Firstly, I extend my deepest gratitude to the Almighty for providing me with the opportunity to undertake this PhD program and for guiding me through its successful completion. I am immensely grateful and special thanks goes to my main supervisor, Dr Nor Asmalina Mohd Anuar for her supervision, forbearance, and unwavering support as well as for having trust in me during the course of my trip. I appreciate your continued luminescence. My highest gratitude also goes to my co-supervisor Dr Zaharah Mohamed Rani, for their invaluable guidance and support throughout this journey.

I dedicate it to my loving mother and supportive brothers Ahmad Kamil and Ahmad Muaz for their unwavering love and support throughout my journey. I could not have achieved this without the guidance and love of my family. I also dedicate this thesis to the memory of my beloved late father and grandmother, who instilled in me a love of education and a determination to succeed from a young age.

Finally, I also extend my appreciation to the Board of Directors and members of the LADA for their generous provision of facilities and assistance during the sampling process. My sincere thanks also go to my colleagues and friends for their unwavering support and assistance throughout this project. Alhamdulillah.

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CHAPTER 1

INTRODUCTION

1.1 Preamble

The first chapter of the thesis provides a concise summary of the research subject and its broader context, which focuses on Millennials' opinions on tourism impacts, as well as their support for island tourism and environmental protection. This chapter explores the limited research on Millennials' participation in island tourism at their residence and how this engagement affects their perspective of island tourists and environmental conservation actions. The chapter presents the primary aims of this study, along with their significance. Finally, the last portion of Chapter 1 briefly introduces the research design and study setting, demonstrating how the research topic is tackled in the current thesis. This chapter serves as a professional and comprehensive introduction to the thesis, laying the groundwork for subsequent chapters.

1.2 Background of Study

Malaysia welcomed 26.1 million international tourist arrivals in 2019, generating tourism earnings of Ringgit Malaysia 86.14 billion (Tourism, 2020). Malaysia's tourism receipts are comparable to the total tourism receipts in Southeast Asian countries, as reported in the annual report of 'Tourism Highlights' by the World Tourism Organization (2018). The global recognition of tourism as a growing industry has attracted the interest of governments in developing it further as a source of income and a tool to eradicate poverty (Kareithi, 2003). One of the local areas that is recognized and promoted in Malaysia is Langkawi Island. The island of Langkawi in Malaysia is a popular holiday destination that has experienced rapid growth in the tourism industry. Since its declaration as a geopark by UNESCO in June 2007, Langkawi Island receives cumulative number of visitors from year to year (Azizan, Azmi, Ramli & Zulkafli, 2018). Langkawi is aggressively promoted as one of the popular choices for travel destination in Malaysia, where various activities can be performed by many tourists and communities in the area. From this, it is also possible to assess the effects of tourism on Langkawi Island in terms of the environment, sociocultural, and economy.