Effect of Pre-Visit Motive and On-Site Atmosphere on Post-Visit Behavioural Intention of Eco-Tourism Sites' Visitors

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ABSTRACT

This study aims to explore factors that affect post-visit behavioural intention of eco–tourism visitors. This study has a conceptual framework based on the theory and literature review of LaBarbera et. al., P. A. LaBarbera, Weingard, & Yorkston, Prada-Trigo J. et. al., Weiner B, Y. Yoon, M. Uysal, Borden Backman, et al. This is a quantitative study that has collected data from 1,600 Thai visitors who visited four famous ecotourism sites in Bangkok and the perimeter provinces. These visitors were selected through the area sampling method along with the accidental sampling method. The structural equation modeling (SEM) analysis was applied to the data analysis. The study showed that pre-visit motive of the visitors positively influences on-site atmosphere. Second, pre-visit motive was found to have a negative influence on post-visit behavioural intention. Finally, the study revealed that on-site atmosphere positively influences post-visit behavioural intention.

Keywords pre-visit; motive; eco–tourism site; post-visit; behaviour

Introduction

Eco–tourism sites mean eco-friendly destinations (Björk, 2000; Hearne & Santos, 2005). These tourism destinations comprise both natural and vernacular cultural resources within the same site (Bustam, Buta, & Stein, 2015). Some sites are dominated by natural characteristics but some other sites are dominated by cultural characteristics (Luekveerawattana, 2012; Donohoe & Needham, 2014). All ecotourism sites manage themselves for economic reasons as well as the conservation of natural and cultural resources at the same times (Donohoe & Needham, 2014). Moreover, the tenets are meant to represent a set of the following established fundamental beliefs which are central to ecotourism: (1) nature-based; (2) preservation/conservation; (3) education; (4) sustainability; (5) distribution of benefits; and (6) ethics/responsibility/awareness (Donohoe & Needham, 2014). The World Travel & Tourism Council reports that in 2017, the travel and tourism sector accounted for 10.4% of the global

GDP and 313 million jobs, or 9.9% of the total employment. At its best, the travel industry provides critical economic, environmental, and sociocultural values. While in January 2018, the United Nations agency the World Tourism Organization (UNWTO) projected a 4-5% increase in tourism in 2018. During the first four months of 2018, the growth in tourism was 6%, which surpassed the expectations (Travel, 2018). In recent years, the question of an increasing number of destinations has emerged regarding many eco-tourism sites. This raises the issue of motivating the visitors and making them loyal at a time when the world is gearing up to achieve the sustainable development goals. In case eco-tourism sites' managers fail to manage their sites, this could lead to recession in the economy of the world (Li, 2018).

Furthermore, some researchers focus on finding out the eco–tourism knowledge as a study that undertakes to examine the relationship between the motives of the trip and the importance placed on nature while choosing a destination. More specifically, it searches how much significance the

tourists, motivated by their 'everyday lives', attach to nature in finalising their decision to travel to their target destination. For this, a multiple regression analysis was used and the results of which indicated two trip motives: (1) novelty and learning and (2) everyday life. The results' significantly signal the importance attributed to nature (Mehmetoglu, 2008). Some scholars studied the tourists' pre and post visit behaviour in Kinmen and the change in their perceived destination image of the place. They focused on a self- administered questionnaire and found that the pre-visit behaviour (comprising motives, information search, and destination image) can influence post-visit behavioural intention (L. Chang, Stylos, Yeh, & Tung, 2015; Sitinjak, Arief, Kuncoro, Hamsal, & Lahardo, 2021). The image of tourism site is one of the key decision factors in selecting the destination for travelling. As competition becomes tough, the increasing number of tourism sites' stakeholders try to allure the first-time tourists by improving the image of the site to attract potential tourists (Pengfei, 2018). Eco–tourism is a growing international tourism trend with unique demands on natural and culture aspects (Bustam et al., 2015). It is important to consider tourists' attitude and behaviour for improving the tourism site management (Adam, Adongo, & Amuquandoh, 2017; Althagafi, Balfaqih, & Business, 2021). The relevant groups in ecotourism management cannot ignore pro vision of satisfactory experiences and visitor relationship management. Moreover, on-site atmosphere takes a key role to entice the visitors come back again. Most importantly, providing a high-quality service that heightens the visitors' perception of value and satisfactory experience is a responsibility of the park-based tourism management (Thapa & Lee, 2017). Travel needs and the extent of the fulfilment of those needs at destinations strongly impact the tourists' decision-making process (Adam et al., 2017). Many top ecotourism sites' managers in the world, such as Mount Fuji, Phuket, and Niagara Fall, realise to attract people to come and visit.

They pay attention to the issues of pre-visit motive and on-site atmosphere (Chanin et al., 2015; Ahmadi, 2016; Tsutsumi, Zaizen, & Makino, 1994). This research focuses on post-visit behavioural intention of Thai visitors at four top cultural eco-tourism sites in Thailand. Therefore, the research question of this study is whether pre-visit motive and on-site atmosphere influence post-visit behavioural intention of the eco-tourism sites' visitors. It would be a challenge for an eco-tourism site manager to make a strong organization during the period of temporary economic decline. The output of this research could prove to be a helpful tool for them to sustain their firms. This study's concept focused on the push and pull factors that motivate potential tourists to pursue a tourism experience of a specific kind. When an individual makes a travel decision, the choice is in the form of push and pull factors. The push factors are internal and intrinsic, whereas the pull factors are the characteristics of the destinations that arouse the desire for a travel in potential tourists (Crompton, 1979) and attract them to visit specific destinations.

Pre-visit and on-visit are important stages for tourism planning (Williams, 2004) and these two stages can influence post-visit behavioural intentions (L. H. Chang, Stylos, Yeh, & Tung, 2015). Hence, the research question of this study is how pre-visit motive and onsite atmosphere influence post-visit behavioural intention for eco-tourism sites. These three variables are significant in assisting eco–tourism sites' stakeholders and providers to achieve their sustainable management goals. This study provides the behavioural model of eco-visitors related to selecting eco–tourism site and it contributes to the existing scattered knowledge through an examining relationship of pre-visit motive and onsite atmosphere on post-visit behavioural intention for eco–tourism site. A study of this kind cannot neglect the upstream (pre-visit motive), midstream (onsite atmosphere), and downstream (post-visit behavioural intention) of the visitors' decision- making. Therefore, this study tries to examine the relationship of these

three variables. The merit of this study is that it provides a platform for managing eco–tourism site in overall dimensions—concerning both demand and supply.

Literature Review

A. Ecotourism

Before getting onto other parts of this article, it would be significant reading if the readers comprehend clearly how to manage an eco–tourism site. Eco–tourism is highly dependent on effective and efficient planning and policy development (Marvell, 2002). Some scholars point out that the indicators of undertaking ecotourism are social and environmental factors, and they identify them with local culture (Wu, Wang, & Ho, 2010). Furthermore, the tourism development should recognise and support the identity, culture, and interests of indigenous people (Agenda 21) (Diamantis, 1998). Besides,- three fundamental factors are (a) environmental conservation, (b) environmental education, and (c) empowerment of the local community (Pipinos & Fokiali, 2009). Since, tourism generates a huge impact on the environment as a disrupting fragile ecosystems, the visitors often misbehave when they face different cultures and people (Costa, 2001). Nowadays, the use of the Internet as a tool for nurturing eco–tourism development has been recognised and especially the World Wide Web has emerged as essential for eco–tourism education, marketing, and sales (Dowling, 2000).

B. Pre-visit motive

The researchers had placed a particular emphasis on assorted theories and academic articles and found that tourists' motivation in choosing a product (destination in tourism industry) comprises many factors. The first important factor is physical motivation as LaBarbera et. al. examined that it is an approach to a segment of consumers according to their personality-type preferences for processing information. The empirical findings demonstrate that consumers' personality-based processing styles can have a greater appeal and generate higher purchase intentions for a variety of products (P.A.LaBarbera, Weingard, & Yorkston, 1998). Second, cultural motivation is an important factor as well. Prada-Trigo J et. al. did a segmentation of the tourists based on three dimensions: culture, leisure and social and labour issues. For this, it applies a factorial analysis, cluster analysis and an analysis of variance (ANOVA with post-hoc multiple comparisons). The results show that the cultural aspect of motivation is the most important (Prada-Trigo J et. al, 2016) factor. Third, interpersonal motivation is also an important factor. Weiner B. found that two related attribution theories of motivation are examined. The first relates to the intrapersonal theory that includes self-directed thoughts (particularly expectancy of success) and self-directed emotions (pride, guilt, and shame). The second is an interpersonal theory that includes the beliefs about the responsibility to others and other-directed effects of anger and sympathy. These two theories are respectively guided by disparate metaphors of the person as a scientist and the person as a judge (Weiner, 2000). Fourth is socialization factor. The social motives included in the review are strengthening of family ties, facilitation of social interaction, socialization, socializing, family togetherness, social/leisure, external social, and social interaction (Krohn, 2012). Moreover, Backman, et al. added that the excitement, relaxation, external, socializing, and family are motivational factors (Backman, K., Backman, S. J., Uysal, M., & Sunshine, 1995). In addition, nature appreciation, event excitement, escape, sociability, and family togetherness motivate the visitors as well (Scott, 1996).

C. Onsite atmosphere

The characteristics of eco–tourism site that can appeal to visitors are site attraction, facility and accessibility, nature and environment, and the marketing mix (Backman, K., Backman, S. J., Uysal, M., & Sunshine, 1995; Borden, 1964; J.-R. Chang & Chang, 2015; Xu & Wang, 2016; Yoon & Uysal, 2005). Seven congruity components that

exert a significant influence on the post- visit loyalty include self-congruity, functional congruity, hedonic congruity, economic congruity, safety congruity, moral congruity, and leisure congruity (Joseph, Bosnjak, & Sirgy, 2011). Tourism mobilities research is notably wide-ranging, and it examines the diverse ways in which tourists become mobile, such as driving, flying, cycling, kayaking, or hiking. Two broad areas of inquiry include investigations of the ways the tourism takes place and is experienced within specific environments (Stoddart & Sodero, 2014). It investigates the relationship between the image and personality of the destination. Sameer Hosany and group explored the brand image and brand personality that are well documented in the generic marketing literature and the application of branding theories of tourism destinations related to destination image and destination personality (Hosany, Ekinci, & Uysal, 2006). Commonly, when referring to destination, brand equity, some dimensions are taken into consideration, which include awareness, image, and quality (Kehagias, 2014).

D. Post-visit behavioural intention

There are direct effects of the quality of experience based on perceived value and satisfaction. However, it is the indirect and not the direct effects of the quality of experience that makes an impact on behavioural intentions mediated by the perceived value and satisfaction (Chen & Chen, 2010). Moyle and Croy reveal that reinforcing on-site conservation messages with post-visit action resources can effectively extend and augment visitors' long-term conservation learning (Moyle & Croy, 2009). The post-visit loyalty was measured in terms of satisfaction during the stay, revisiting intentions, and the positive word of mouth (Joseph et al., 2011). The destination image has direct and indirect effects on behavioural intentions. Moreover, the destination image, trip quality, perceived value, and satisfaction influence behavioural intentions (Ã & Tsai, 2007). Moreover, a high-quality tourism experience is able to not only affect the

intention to return and willingness to recommend the country as a tourism destination but also induce more positive intentions (Nisco, Mainolfi, Marino, & Napolitano, 2015;Kasemsap,K. (2018). Satisfaction, pre-visit expectation compared to on-site satisfaction, and worth- to-visit feeling influences post-visit behavioural intention in the future (Kang, Scott, Lee, & Ballantyne, 2012; Kuo, 2002; Moutinho & Curry, 1994; Okhumeode, n.d.; Poria, Reichel, & Cohen, 2011). The above theories and literature reviews can be developed into hypotheses and a measurement model as shown in figure 1.

Hypotheses

Hypothesis 1: Pre-visit motive significantly influences post-visit behavioural intention.
Hypothesis 2: On-site atmosphere significantly influences post-visit behavioural intention.
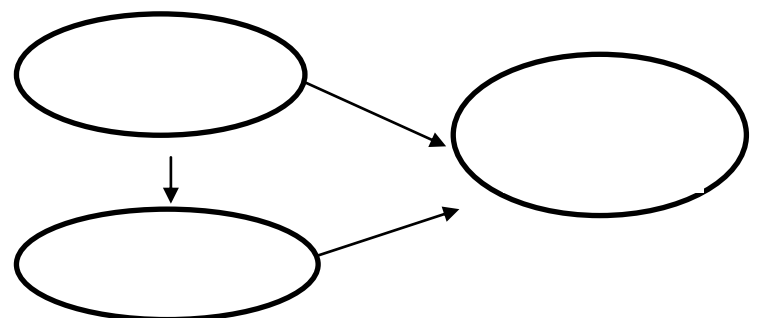Hypothesis 3: Pre-visit motive significantly influences on-site atmosphere.

Figure 1. Measurement Model

Methods

Study setting

The setting of this study includes top four popular ecotourism sites in Bangkok and perimeter provinces in Thailand, namely Koh Kret, Bang Krachao, Taling Chan floating market, and Klong Lat Mayom floating market.

B. Data collection

This study is a quantitative and survey research. There were 41,283,511 tourists in Thailand in 2015 (Department of Tourism, Ministry of Tourism and Sports, 2015). The researchers used questionnaires to collect the data from 1,600 Thai

respondents. These respondents were selected through the area sampling method along with the accidental sampling method. The researchers analysed the correlation between independent and dependent variables. This study was conducted from April to May 2018, wherein the questionnaires were given to visitors at tourist-crowded ecotourism destinations such as Koh Kret, Bang Krachao, Taling Chan floating market, and Klong Lat Mayom floating market in Nonthaburi, Samut Prakan, and Bangkok. The research tools used for this study were structural questionnaires which were divided into two parts. The first part of the questionnaire was about social and population data. The second part was about pre-visit motive, onsite atmosphere, and post-visit behavioural intention. The reliability of the research tool Cronbach Alpha coefficient was

Methodology

The questionnaire was divided into two parts. The first part sought to find out the socio-demographics profile of the respondents including the information related to sex, age, education , job, income, marital status, accommodation, and revisit chance; whereas the second part tried to find out the five- scale score of pre-visit motive, on-site atmosphere, and post-visit behavioural intention

Data Analysis

SEM was utilised to assess the structural model fit and for test the hypotheses. This study utilised AMOS version 23 to examine the structural relationship between the dimensions of pre-visit motive, onsite atmosphere, and post-visit behavioural intention. SEM is used to reveal the causal relationships between these three variables.

Results

Profile of the respondents

A little more than half of the respondents (53.1%) were females with the remaining being males. The majority (51.5%) were 18–30 years, 37.3% of

0.81 pre-visit motive (aa) was .86, on-site atmosphere (bb) was .83, and post-visit behavioural intention (ef) was .56. This study used G star power to calculate the sample size. Minimum sample size to detect effect =1,258, a minimum sample size for model structure = 100, recommended minimum sample size = 1,258, anticipated effect size .1, desired statistical power level .8. Thus, the sample size was 1,600 (400 from each eco–tourism site for normal distribution and precise predictor). Larger sample sizes are needed to offset the potential distorting effects of measurement error (Kline, 2016) caused by some participants' time tight that means some tourists do not have much time to fill the questionnaire because they have to catch the trip schedule. Moreover, the larger sample size minimizes error.

within 31–43 years, and about 11.2% were 44 years and above. More than half 52.5% had a bachelor's degree, around 40.4% had lower than a bachelor degree and 7.1% had higher than Bachelor degree. This study focuses on the visitors of 18 years and above, with a purchasing power, and did not include school children. In respondents, 35.3% were students and, about 19.7% were unemployed, lawyers, housewives, and others. Less than half of the respondents (45.2%) had an income of 491–976 USD, whereas about 40.9% earned less than 490 USD. Of the visitors, 48.4% were single and, 42.8% were married. More than half of the visitors (62.3%) stayed in their own houses (The participants include both locals and people from other areas since most of them live in Bangkok and in the vicinity and like to travel to adjacent tourism sites), 12.5% stayed at their relatives houses, and the remaining ones stayed in hostels, resorts, or hotels . Most of them (66.6%) will come back to the eco–tourism site whereas the remaining respondents will not come back. There are four observed variables in pre-visit motive term: physical motivation, cultural motivation, interpersonal motivation, and socialization. The research found that the visitors want to be

emotionally and physically refreshed at score of mean 4.05 in dimension of physical motivation. They want to visit historical and cultural sites and see way of life at score of mean 3.96 in dimension of cultural motivation. The visitors want to enhance family togetherness at score of mean 3.99 in dimension of interpersonal motivation, whereas in dimension of socialization. The respondents want to enjoy good weather at score of mean 4.02 (Table 1). Next, there are four observed variables in onsite atmosphere: site attraction, facility and accessibility, nature and environment, and marketing mix. The visitors like to enjoy an environmental–related calm atmosphere at score of mean 3.95 in the dimension of site attraction. Most respondents prefer easy accession of destination at score of mean 3.86 in the dimension of facility and accessible. The visitors love relaxed atmosphere at score of mean 3.86 in the dimension of nature and environment. They give high scores for good quality of product and service at score of mean 3.98 in the dimension of marketing mix (Table 1). Last, the visitors give an opinion about their intention of revisiting at score of mean 3.87 in terms of post-visit behavioural intention (Table 1).

The model shows significant goodness-of-fit statistics, CFI= 0.996, NFI=0.989, RMR= 0.13. The RMSEA is equal to 0.19. With the large sample size of 1,600 respondents, the significant chi-square and the degree of freedom ratio is acceptable. The model fit relative to the goodness-of-fit statistic results. All hypotheses are supported. This structural model solution produces an R^2 value of 0.87, which suggests that the structural model explains 87% of the variance in tourism performance. It has a very strong explanatory power for this type of models. Interpersonal motivation (aa3) and Socialization (aa4) have the highest influence on pre-visit motive. Marketing mix (bb4) has the highest effect on onsite atmosphere whereas, expectation-satisfaction (ef2) has a high influence on post-visit behavioural intention, as shown in figure 2
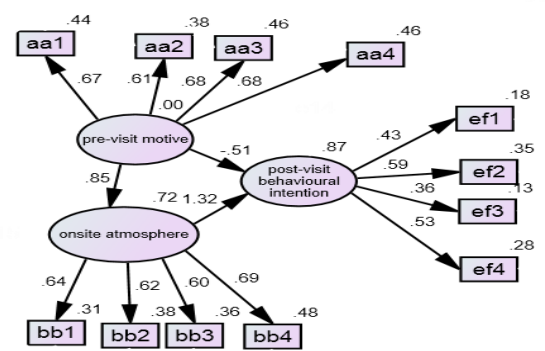
Chi-square = 56.078, Chi-square/df =1.602, df = 35, GFI = .994
CFI = .996, RMR = .013, RMSEA =.019, NFI = .989

Figure 2 : Structural equation model

A model is acceptable if the normed fit index (NFI) > .90, the goodness of fit index (GFI) > .90, the comparative fit index (CFI) > .93 , chi-square < 2 ,and RMR < .08 ,RMSEA < .08 (Kline, 2016). The latent variables and observed variables (table 2) are as following:

Pre-visit motives compose of physical motivation (aa1), cultural motivation (aa2), interpersonal motivation (aa3), and socialization (aa4). Factor loading of these observed variables are .67, .61, .68, .68 respectively. So, the absolute value is more than 0.30 and P value is less than 0.05 (Kline, 2016). It means that physical motivation (aa1), cultural motivation (aa2), interpersonal motivation (aa3), and socialization (aa4) can explain pre-visit motives at 44%, 38%, 46%, 46% severally.

Onsite atmosphere consists of site attraction (bb1), facility and accessible (bb2), nature and environment (bb3), and marketing mix (bb4). Factor loading of these observed variables are .64, .62, .60, .69 respectively. It depicts that site attraction (bb1), facility and accessibility (bb2), nature and environment (bb3), and marketing mix (bb4) can explain that onsite atmosphere composes at 41%, 38%, 36%, 48% severally.

Post-visit behavioural intention comprises tourist satisfaction (ef1), expectation-satisfaction (ef2), worth-to-visit feeling (ef3), and intention to revisit

(ef4). Factor loading of these observed variables are .43, .59, .36, .53 respectively.

An attempt was made to check whether the data set was free from the issue of multicollinearity by testing relationship of the variables used in this research. It is found that there is no multicollinearity because correlation of the variables is less than 0.80 (r < 0.80) (Field, 2009). Therefore, it is proper to test structural equation modeling as in table 3.

All variables in the structural equation model are statistically significant at 0.001 because P value is less than 0.001 (*** mean < 0.001) as in table 4. This means that all variables in the path have a relationship. The regression weight of all variables

is shown in table 4. For multicollinearity issue, the researchers tested VIF = 1.6 and tolerance = .62. It is acceptable as VIF value exceeds 4.0, If tolerance value is less than 0.2, there is a problem with multicollinearity (Hair et al., 2010).

Table 1. mean and S.D of variables

variables	Mean	S.D	Factor loading
Physical motivation (aa1)			
To engage in activities	3.80	1.029	.37
To have a change from daily routine	3.93	.987	.66
To get close to nature	3.78	.955	.46
To be emotionally and physically refreshed	4.05	.957	.72
Cultural motivation (aa2)			
To increase knowledge of new places	3.72	.985	.68
To visit historical and cultural sites and way of life	3.96	.925	.65
To meet local people	3.73	.971	.65
Interpersonal motivation (aa3)			
Family togetherness	3.99	.923	.67
To visit friends and relatives	3.72	.928	.43
To spend time with someone special	3.90	.977	.63
For doing something with family	3.80	.998	.41
Socialization (aa4)			
Be concerned with environmental issue	3.89	.963	.70
To have fun	3.96	.869	.47
To enjoy good weather	4.02	.893	.73
To seek adventure	3.77	.955	.45
To get away from home	3.84	.905	.56
Site attraction (bb1)			
A good opportunity to visit this place	3.83	.857	.38
To enjoy historical /natural sights at this place	3.81	.933	.59
To increase my knowledge of local culture at this place	3.79	.914	.44
Facility and accessibility (bb2)			
Easily access	3.84	.910	.66
Conveniently car parking	3.74	.912	.40
Various of food offering	3.78	.988	.62
Nature and environment (bb3)			
Greenery environment	3.75	.956	.52

Relaxed atmosphere	3.86	.873	.56
Cleanness of this place	3.79	.930	.47
Warm welcome of local people	3.83	.949	.64
Local people are helpful	3.75	.958	.35
Marketing mix (bb4)			
Good quality of product and service	3.98	.919	.48
Reasonable price of product and service	3.74	1.047	.51
Various channel to get product and service	3.61	1.021	.42
Proper promotion	3.83	.929	.52
Post-visit behavioural intention			
Tourist Satisfaction (ef1)	3.68	1.036	.43
Expectation-satisfaction (ef2)	3.70	1.067	.59
Worth–to– visit feeling (ef3)	3.62	1.102	.36
Intention of revisit (ef4)	3.87	.973	.53

Table 2. factor loading

Variable	pre-visit motive			onsite atmosphere			post-visit behavioural intention			R^2
	factor loading	SE	t	factor loading	SE	t	factor loading	SE	t	
aa1	.67									.44
aa2	.61	.055	18.94							.38
aa3	.68	.045	22.01							.46
aa4	.68	.051	20.54							.46
bb1				.64	.047	18.04				.32
bb2				.62	.044	21.09				.38
bb3				.60	.040	20.26				.36
bb4				.69						.48
ef1							.43			.18
ef2							.59	.109	12.89	.35
ef3							.36	.084	10.52	.13
ef4							.53	.096	12.03	.28

Table 3. Correlation Matrix of variables

	aa1	aa2	aa3	aa4	bb1	bb2	bb3	bb4	ef1	ef2	ef3	ef4
aa1												
aa2	.41											
aa3	.44	.46										
aa4	.46	.18	.43									
bb1	.32	.32	.37	.38								
bb2	.33	.29	.36	.38	.34							
bb3	.28	.18	.33	.36	.44	.37						
bb4	.34	.34	.41	.39	.35	.42	.43					
ef1	.11	.39	.23	.02	.36	.25	.23	.27				
ef2	.19	.31	.31	.13	.29	.30	.31	.35	.23			
ef3	.07	.10	.14	.13	.25	.21	.21	.17	.28	.22		
ef4	.19	.20	.23	.20	.23	.29	.26	.21	.23	.34	.16	

Table 4. Standardized Regression Weights

path	Standardized coefficients	S.E.	C.R.	P
onsite atmosphere <--- Pre-visit motive	.846	.043	19.560	***
post-visit behavioural intention<--- Pre-visit motive	-.505	.118	-3.751	***
post-visit behavioural intention<---onsite atmosphere	1.318	.140	8.328	***
Physical motivation <--- Pre-visit motive	.667			
Cultural motivation <--- Pre-visit motive	.613	.055	18.936	***
Interpersonal motivation <--- Pre-visit motive	.675	.045	22.010	***
Socialization <--- Pre-visit motive	.677	.051	20.540	***
TouristSatisfaction<---post-visit behavioural intention	.429			
expectation-satisfaction<---post-visit behavioural intention	.589	.109	12.895	***
worth visiting <--- post-visit behavioural intention	.355	.084	10.521	***
intention of revisit<--- post-visit behavioural intention	.529	.096	12.035	***
Marketing mix <--- onsite atmosphere	.690			
Nature and environment<--- onsite atmosphere	.597	.040	20.258	***
Facility and accessible<--- onsite atmosphere	.618	.044	21.096	***
Site attraction <--- onsite atmosphere	.642	.047	18.039	***

Discussions

The findings strengthen past investigations (Cui, Huang, Chen, Zhang, & Li, 2019; Zhang, Wu, & Buhalis, 2018; L. Chang et al., 2015) The present finding shows that pre-visit motive significantly influences post-visit behavioural intention. This means that hypothesis 1 is accepted. The finding manifests that pre-visit motive significantly influences post-visit behavioural intentions in a negative way. This could be explained that tourism site managers need to consider physical motivation, cultural motivation, interpersonal motivation, and socialization when they plan or manage the site. This could be supported by the results of the research showing that intrinsic and extrinsic travel motivations were equally important to visitors(Ma, Chow, Cheung, & Liu, 2018). If expectations or before-visit hopes of the visitors are quite high, it will result in a decrease in the visitors' intention to come back to the destination again when the visit does not fulfill the visitors' before-visit hopes. Before travelling, most visitors nurture hopes and want to experience magnificent scenes as small physical distances between built-up mass tourist areas and 'natural' eco–tourism settings and, the communicative staging of natural authenticity

allow eco–tourism companies to convey geographical remoteness to visitors (Kontogeorgopoulos, 2004). Besides, a researcher claims that most ecotourists who visit the Mediterranean islands tend to be of occasional nature as they are also engaged in other forms of tourism in addition to eco–tourism (Diamantis, 2000). Furthermore, some researchers have found that cultural attributes and site images have an influence on tourists' intentions (Ramkissoon, Uysal, & Brown, 2011; Ramkissoon & Uysal, 2011). This study reveals that onsite atmosphere positively influences post-visit behavioural intention. Thus, hypothesis 2 is accepted. Site attraction, facility and accessible, nature and environment, and marketing mix have established a positive relationship with onsite atmosphere .This finding indicates that eco–tourism site managers should keep their eco–tourism sites intact and green and do sustainable managing. The results reveal the existence of significant relationships between resources, supply, and tourism destination management as core and essential factors of the competitiveness of a particular tourist destinations (Lee, Tsao, & Chang, 2015; Asmelash & Kumar, 2019). Moreover, pre-visit motive positively influences onsite atmosphere. Thus, hypothesis 3 is accepted.

This confirms that pre-visit motivation, as an internal force, strongly influences the on-site atmosphere as an external force (Thaothampitak & Weerakit, 2006).

Conclusion

In conclusion, eco-tourism site managers need to realize in every step of management—from pre- through post- visit—the significance of attracting revisit intention of visitors Thus each eco–tourism site has a different cultural landscape and context and the management method will vary from site to site, despite the sites existing in the same country.

Acknowledgement

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