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The main content area is titled 'THE ANTECEDENTS OF ECOTOURISM INTENTION'. It includes a cover image for the journal issue, the authors' names (Shania Weibola Manthuruk and Luki Adisti Prasono), and their affiliations (Fakultas Ekonomi dan Bisnis, Universitas Trisakti). The abstract text is as follows:

Abstract
Many people today need to pay more attention to the environment. In addition, more and more activities are making people unaware of how harmful their actions are to the environment. The aim is to explore the determinants influencing tourists' intentions to visit for ecotourism purposes. This study found a strong correlation between the most important factors determining tourists' interest in ecotourism sites. This is an environmental concern, the future time and eco-destination perspectives picture. This study also reports a strong relationship between eco-destination image, future time perspective, and environmental concern. This research is experimental research conducted in Indonesia. One hundred seventy-four respondents aged 20 to over 50 years were given a questionnaire to fill out to collect data. Purposive sampling was used as the sampling method in this study. The Structural Equation Model (SEM) approach assesses the research hypothesis. According to research, the contribution of time perspective to decision-making about visiting ecotourism sites is beneficial. Environmental concern also influences the intention to engage in ecotourism. It will increase ecological awareness if it has a positive reputation as an eco-friendly destination. If the image of an eco-friendly destination evokes pleasant emotions and attachments, the intention to visit ecotourism increases. Future research is expected to add more variables, such as loyalty. Further research can be carried out on other ecotourism destinations such as Tanjung Puting National Park, Kawah Ijen, Nusa Penida Island, etc.

Below the abstract, there are sections for 'Dimensions' (with a small icon) and 'Keywords' (Future time perspective, Environmental concern, Eco-destination image, Ecotourism intention).

On the right side of the page, there are several utility boxes: 'PENGUMUMAN' (Announcements) with a list of items, 'ARTICLE TEMPLATE' (Article Template), 'TUTORIAL' (Video Template and Manual Book Register), and 'ADDITIONAL MENU'.

THE ANTECEDENTS OF ECOTOURISM INTENTION

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ABSTRACT

This study examines the factors influencing tourists' intentions to visit ecotourism sites, such as environmental concerns, future time perspectives, and eco-destination images. This study used primary data obtained using questionnaires as a data gathering instrument. Participants in this study knew about, were curious about, desired to travel to, or had already visited ecotourism sites in the previous year. Purposive sampling is utilized to determine the sample, and 175 individuals are sampled. Data analysis is carried out using the structural Equation Model (SEM). According to this study, three crucial characteristics that affect travelers' interest in ecotourism destinations have a significant impact. These are environmental concerns, future time perspective, and eco-destination image. This study also found a strong link between environmental concerns, future time perspective, and eco-destination image. This study was carried out experimentally in Indonesia.

Keywords: Future time perspective, Environmental concern, Eco-destination image, Ecotourism intention

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INTRODUCTION

Due to people's basic need for entertainment and travel to recharge from their workday routines and tiredness, the tourism industry is rapidly expanding and growing (Putri, 2018). Many people today consider that visiting tourist destinations for fun is no longer something strange or taboo but a part of everyday life that everyone and everyone may engage in (UNWTO, 2019). The tourist industry also contributes substantially to global economic growth because of its commercial orientation and rising impact on some of the worlds protected regions' ecosystems (ASEAN-Japan Centre, 2018). Considering development expectations in this industry sector, more people would visit the expanding number of protected places.

The burgeoning tourist industry is eager to find innovative ways to promote ecotourism destinations in this growing environmental concern. In Indonesia, the travel and tourism sector is expanding as a source of income for the country, particularly in areas with a wealth of natural and cultural resources. For example, "Labuan Bajo" markets itself as an ecotourism destination that respects nature. The most visited tourist destinations include Padar Island, Kelor Island, Pink Beach, Komodo National Park, and the Rinca Islands (DiscoveryourIndonesia, 2016). Labuan Bajo since 1991, has been a UNESCO World Heritage Site. The government also worked with local

community members to encourage ecotourism in Labuan Bajo. Through the BPOLBF (Labuan Bajo Flores Authority Executing Agency), the central government has received complete cooperation from customs officials about plans to develop and build ecotourism in the Manggarai area (Beritasatu.com, 2022). Furthermore, tourism growth benefits a variety of industries, including hotels, restaurants, spas, and others, which can create jobs and improve the local economy and quality of life (Modestus Ziku, 2015).

Penglipuran Bali Village, a traditional community with numerous international accolades for its distinctive characteristics, is now emerging into an ecotourism destination (Alonesia.com, 2022). Penglipuran Bali Village has been declared the cleanest hamlet in the world. Thus it is only natural that this traditional village has become an ecotourism destination (Wonderful Indonesia, 2021). Because of its spatial design, Penglipuran Bali Village, which has evolved into an ecotourism region, offers outstanding aesthetics. No automobiles, even those owned by the people, are permitted in this community. Cars can park in a designated area outside the village gate. The rows of immaculate hedges and the availability of multiple garbage bins, so there is no rubbish thrown about, demonstrate the cleanliness and attractiveness of this community (Alonesia.com, 2022). Utama Mandala, Madya Mandala, and Nista Mandala are the three sections that make up this village's notion of building placement arrangement. Loloh cemcem and tipat cantok are two of Penglipuran Bali Village's signature dishes. The village is now a popular ecotourism destination. To aid digestion, loloh cemcem is a natural beverage produced from cemcem leaves. They sell souvenirs as well as food and drinks. However, not all of them are made in the hamlet of Panglipuran; some originate from other places with a large population of artisans. Crafts such as fans, critical chains, miniatures, sculptures, and fabrics are among these keepsakes. The rapid pace of modern growth affects the lives of the locals, yet the entertainment industry makes clever adjustments that progress economic operations through partnerships with other parties (Penglipuran, n.d.).

The last example of ecotourism is Mount Bromo, an active volcano in East Java, Indonesia. It is also known as the Tengger caldera and is spelled "Brama" in the Tengger language. It is divided into four districts: Probolinggo Regency, Pasuruan Regency, Lumajang Regency, and Malang Regency. Two thousand three hundred twenty-nine meters above sea level is this mountain (Travel, 2018). Mount Bromo is a popular tourist site in East Java. Since it is an active volcano, Bromo is a well-liked tourist destination. Mount Bromo is located within the Bromo Tengger Semeru National Park. Bromo tourist attractions have had a significant positive impact on the local economy. Economic growth brought on by the Bromo water attractions may encourage job growth and regional economic development. One of Indonesia's best ecotourism destinations is the Bromo Tengger Semeru region in East Java, which has been designated a national priority destination

because of its extraordinary natural beauty. The development of ecotourism in Bromo has been continuous, and it is now an excellent example of how community-based tourism may be fostered (IndonesiaKaya, n.d.).

This achievement results from increased knowledge of ecotourism and favorable ecological, social, and economic conditions; however, a developed network of protected areas is crucial to such ecotourism. It is crucial to improve public awareness of this topic, develop the necessary skills, and establish goals for ecotourism development to remove the obstacles preventing industry growth (Barkauskienė & Snieška, 2013). Ecotourism has the potential to become a popular destination for people with diverse interests. One of society's weaknesses is its failure to promote tourism items to potential tourists. In addition to having minimal knowledge of ecotourism and marketing, the community has difficulty accessing marketing resources such as social media networks and tools manual marketing aids due to limited internet connectivity and the inability to operate and possess a high-tech communication tool high technology. As a result, assistance from government departments and academics is urgently needed to ensure the long-term viability of the marketing strategy-supported program ecotourism. Therefore, promoting ecotourism areas entails teaching, persuading, or reminding tourists to arouse their interest in visiting the tourist destination that has been identified.

LITERATURE REVIEW

Future time perspective

A person's perception of the past, present, and future is referred to as their temporal perspective (Doran et al., 2017). Additionally, past-oriented individuals usually regress into the past, as opposed to present-oriented individuals who can find fulfillment in current events and lead more fulfilling lives (Przepiorka & Blachnio, 2016). People with a current time-oriented perspective are preoccupied with the present. Individuals with a future-oriented view concentrate on planning and achieving long-term goals instead of those who quickly set targets and implement behavioral demands. In general, the future-time perspective has shown the ability to effectively foresee motivations, attitudes, and actions under stress and results related to academic performance, subject well-being, and environmental preservation (Lu et al., 2016). On the other hand, the current viewpoint has been associated with crime, risky behavior, substance abuse, hedonism, and so on.

Environmental concern

Environmental views are representative of the general attitudes that people have about the environment. Environmental folklore and the relationship between humans and their environment are commonly understood topics (Huang & Liu, 2017). The existence of an environmental issue must be acknowledged before concern may arise. (Lu et al., 2016) proposed that ideas and attitudes occur before intentions and behaviors. According to (Stylos et al., 2016) the relationship between values and the environment mediates beliefs because perceived consequences to whatever individual values are triggered norms. In the context of ecotourism, environmentally responsible behavior assists tourists in recognizing the environmental impact of their actions and adhering to the Ecotourism area's standards (Cheng et al., 2013). Climate change and socioeconomic advancements consequently tend to raise people's environmental awareness. Environmentally conscious people are more likely to act in a way that respects the environment and refrains from causing harm to it.

Eco-destination image

The concept of the destination image is critical in customer behavior (Wu et al., 2014). (Sthapit et al., 2017) defines *destination image* as "a notion of a brand portrayed as an association existing in the consumer sense." Destination imagery has a strong influence on travel decisions. It impacts decisions on the choice of goals and the circumstances under which those choices had been made, such as involvement, evaluation, and intentions for future behavior Huang & Liu, (2017).

Ecotourism intention

In tourism research, "tourist visit intent" refers to the likelihood that visitors will go to a particular destination. Decision-making can be significantly influenced by the purpose, representing a person's dedication to acting in a particular way (Amanah et al., 2018). Hallmann et al., (2015) explained that the cognitive aspect of the destination image is the intention to visit. The goals of travelers are typically divided into two phases of action. The first is a visitor's intention to travel before arriving at their place, and the second is a visitor's intention to return in the future (González-Rodríguez et al., 2016).

CONCEPTUAL FRAMEWORK

According to Pham & Khanh, (2021) this study aims to look at the impact of environmental concerns on the future time perspective, eco destination image on ecotourism Intention. Pham & Khanh, (2021) revealed that tourists' attachment to a destination stems from environmental concerns that affect the future time perspective, which gives a good eco-destination image that raises ecotourism intentions to visit.

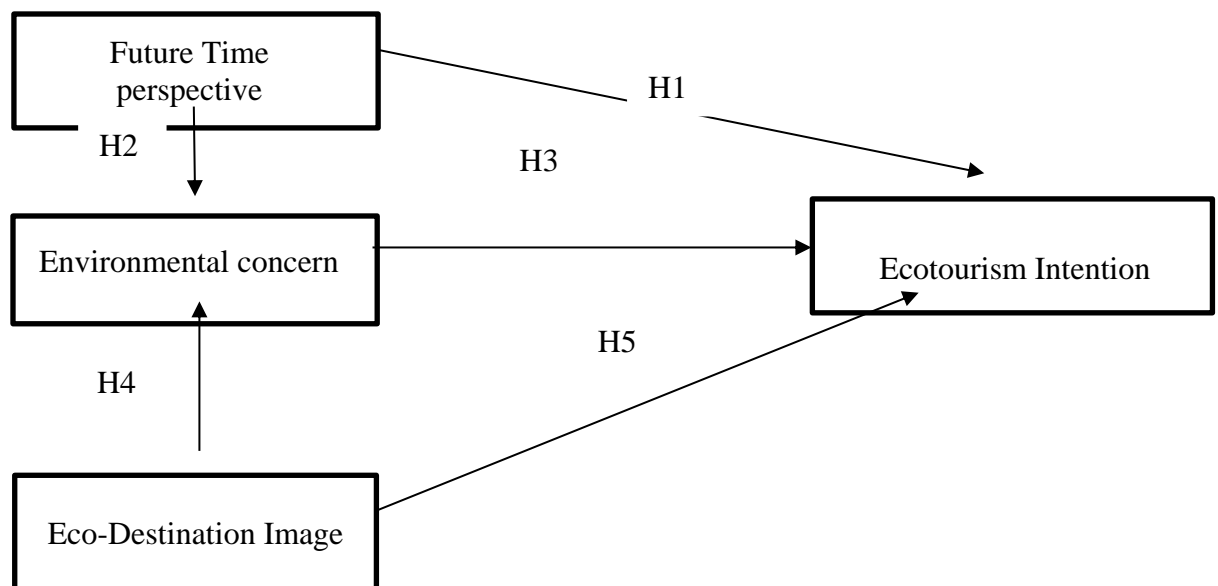


Figure 1. Conceptual Framework

HYPOTHESIS DEVELOPMENT

The impact of characteristics like motivation on ecotourism intentions has been particularly noted (Huang & Liu, 2017; Teeroovengadum, 2019). Knowledge gaps exist about the elements influencing visitor ecotourism intents and how future time perspective, eco-destination image, and environmental concern affect those factors (Doran et al., 2017).

Time perspective has received little attention in ecotourism literature. Milfont & Gouveia, 2006 imply a connection between a person's future time orientation and pro-environmental behaviors in their prior work on environmental behavior. Additionally, recent tourism literature suggests that time perspective affects travel intention. People more concerned about the planet's future are likely to act appropriately toward it.

The positive impacts of future time perspectives towards ecotourism intention

As a result, future-oriented people are more inclined to consume in ways that conserve the natural environment and avoid environmentally damaging products/services. When choosing a travel option, people are more likely to choose one with less detrimental environmental effects. Such a service had been offered by ecotourism. As a result, when choosing a tourism product, future-oriented people prefer ecotourism (Doran et al., 2017).

H1: Future time is positively impacts on Ecotourism intention

The positive impacts on future time perspectives towards environmental concern

Concern about the environment, also referred to as an According Milfont et al., 2012, this study defines *time perspective* as a person's understanding of the significance of past, present, and future time. People focused on the past frequently value their former experiences and take the initiative to think about them. When people care about the future, they are more likely to consider future generations and, as a result, do not want to see future generations suffer due to an overexploited environment. As a result, people concerned about the future are more likely to be concerned about environmental issues (Doran et al., 2017).

H2: Future time is positively impacts on Environmental concern

The positive impacts of environmental concern towards ecotourism intention

Environmental concern, often known as a pro-environment attitude or environmental belief, describes a person's knowledge of the value of protecting the environment. According to Holden, 2019, ecotourism depends on ecologically conscious tourists acting accordingly. Han et al., 2010 demonstrate that tourists' intention to visit an ecotourism destination had highly influenced by their environmental beliefs.

H3: Environmental concern is positively impacts on Ecotourism intention

The positive impacts of eco-destination image towards environmental concern

The physical surroundings can also affect how customers think about and feel about their surroundings. According to Orams, 2012 tourists who understand how their actions affect the environment exhibit ecologically responsible behavior. More regard for the environment may be generated by the eco destination's reputation, manifesting in travelers' environmentally conscious behavior (Chiu et al., 2014b). The impression of an environmentally overexploited destination may also create a desire for environmental conservation (Wu et al., 2014).

H4: Eco-destination image is positively impacts on Environmental Concern

The positive impacts of eco-destination image towards ecotourism intention

This is similar to how customers' cognition and emotions can be influenced by their surroundings. According to (Puhakka et al., 2009), tourists who understand how their actions affect the environment are more likely to behave responsibly. Images of eco-destinations can foster a tremendous respect for the environment, which is ultimately reflected in the conduct of tourists who practice environmental responsibility (Chiu et al., 2014b). An image of an environmentally overexploited destination may also appear, raising environmental protection needs. An eco-friendly destination's image can spark a tourist's concern for the environment.

H5: Eco-destination image is positively impacts on Ecotourism Intention

RESEARCH METHOD

The methodology for this study is hypothesis testing, which has been done to determine why certain factors or outcome predictions are inconsistent. Data was collected once by responding to research questions on a questionnaire as part of the study's cross-sectional design. The individual is the unit of analysis. The data used in this study is primary data collected directly from respondents in order to answer hypothetical questions (Gumussoy & Koseoglu, 2016). By sending surveys to respondents both online and in person, primary data was gathered. According to Hair et al., (2019) the number of samples should be at least five times the number of indicators. The analysis uses 18 indicators, so the number of samples required is $18 \times 6 = 108$.

The sampling approach employed in this study is nonprobability sampling, which means that not everyone has the same chance of becoming a respondent. A purposive sampling methodology is a process of choosing a sample based on standards or conditions that qualify it to serve as a sample (Ahmad et al., 2019). Those who know or interested visit or have been visited to Labuan Bajo, Penglipuran Village Bali and Mount Bromo in the last year are eligible.

Table 1. Validity & Reliability

Variable	Factor Loading	Cronbach Alpha
Future time perspective		0.713
I feel that a person should plan their day every morning	0.699	
If I want to achieve something, I must have a plan and a strategy to achieve it	0.577	
Plans must be planned well enough	0.676	
Make a to-do list when going to do something	0.696	
I think I have a very good idea of what I want to do with my life	0.516	
Environmental concern		0.652
If humans interfere with nature often even become a disaster	0.680	
Humans often abuse the environment	0.555	
Plants and animals have as much right as humans to exist	0.548	
Nature's delicate balance is easily upset	0.637	
Eco-destination image		0.828
Good Climate	0.627	
Stability in politics	0.293	
Beautiful landscape	0.765	
A good reputation of a destination	0.673	
Natural habitat that is unpolluted / unspoiled	0.704	
Ecotourism Intention		0.910
I will choose ecotourism in my travelling	0.779	
I intend to visit an ecotourism site soon	0.724	
I properly choose ecotourism tour	0.688	
I think the ecotourism is right	0.788	

Source: Data processed using SPSS (attached).

Based on the table above, the validity test for all instruments from the three variables is declared valid if the loading factor value is more than 0.40. And the results of Cronbach's Alpha

greater than 0.60 indicate that the reliability test with the four variables is reliable Hair et al., (2019).

Table 2. Goodness of Fit Model

Goodness of fit index	Criteria (cut-off value)	Value	Conclusion
Chi-Square	Closer to 0	1191.101	<i>POOR FIT</i>
P-Value	≥ 0.05	0.000	<i>POOR FIT</i>
RMSEA	< 0.10	0.086	<i>GOOD FIT</i>
RMR	< 0.10	0.064	<i>GOOD FIT</i>
NFI	> 0.90	0.623	<i>POOR FIT</i>
TLI	> 0.90	0.746	<i>POOR FIT</i>
CFI	> 0.90	0.742	<i>POOR FIT</i>
IFI	> 0.90	0.746	<i>POOR FIT</i>
CMIN/DF	Lower limit: 1.0; Upper Limit: 2.0/3.0 or 5.0	2.282	<i>GOOD FIT</i>

Source: AMOS output (attached).

The Goodness of fit test results in table 6 reveal an Absolute fit measure; the chi-square has a value of 1191.101 (it will qualify as close to 0 or a tiny chi-square), meaning that this model is a poor fit. The p-value of 0.000 (≥ 0.05) suggests that this model is a poor fit, according to the other Goodness of fit metric. Meanwhile, RMSEA is $0.086 < 0.10$, showing that this model fits well. The criteria based on the RMR Incremental Fit Measure have a value of $0.064 < 0.10$, indicating that this model is a good fit. $NFI = 0.623$, $TLI = 0.746$, $CFI = 0.742$, and $IFI = 0.746$ (it will qualify if > 0.90 or closer to 1), indicating a poor fit. By using the normed chi-square (CMIN/DF) of 2.282 (qualifies for the lower limit of 1 and the upper limit of 2.0/3.0 or 5.0) in conjunction with the Parsimonious Fit Measure criterion, it is possible to determine that this model meets the criteria for the goodness of fit. According to Hair et al., (2019), one criterion had been met; this model is referred to as good or having a decent fit. The viability of the model provided above was assessed using the Absolute Fit Measures and Parsimonious Fit Measures approaches, and a goodness of fit conclusion had reached. It has claimed that the model test can move forward using hypothesis testing.

RESULTS AND DISCUSSION

Table 3. Statistic Descriptive

Indicator	N	Mean	Std. Deviation
Future time perspective	175	4.24	0.75
Environmental concern	175	4.44	0.75
Eco-destination image	175	4.39	0.77
Ecotourism intention	175	4.20	0.71

Source: Data processed using SPSS (attached).

Based on table 3, The future time perspective variable was evaluated using respondents' responses indicating they care about the environment based on future time perspective features, with an average score of 4.2422. A strategy must be in place every morning before starting any activity, and being well-organized and disciplined is essential if you want to achieve something. And come up with a fresh notion for your future existence every day. The average characteristic

standard deviation of 0.75922 reflects respondents' reactions to propositions about future time perspectives. Environmental concern is essential, particularly for future generations and the health of natural ecosystems; it exhibits environmental worry qualities with an average of 4.44. Respondents also stated that humans frequently interfere with natural ecosystems and abuse the environment and that the position of animals, nature, and humans to be safeguarded and kept is the same; also, the balance of nature is readily upset. Additionally, the mean environmental worry characteristic's standard deviation was 0.7598, which suggests that respondents' reactions to ecological concern statements varied. Eco-destination image characteristics affect respondents' perceptions of how well an eco-destination represents itself, influencing visitors' perspectives and perceptions of ecotourism. It has 4.3976 on the average for the image features of an eco-destination. It was concluded that a favorable climate, political stability, beautiful scenery, a good reputation as a destination, and an unpolluted natural habitat all impact the image of an eco-destination. As a result, ecotourism is a desirable and ideal travel destination. They discovered that respondents' reactions to eco-destination impressions varied; the average characteristic standard deviation was 0.77096. it can be shown that the variable ecotourism intention that respondents believe ecotourism locations give intriguing experiences and impressions compared to other tourist sites. Respondents preferred ecotourism places over other tourist attractions because they are visually appealing and help relax the mind. The average characteristic standard deviation was 0.718225, which showed that respondents' answers regarding the visit's ecotourism goal differed.

Table 4 Hypothesis Testing Result

Hypothesis	Estimate	P-Value	Decision
H1: Future Time perspective is positively influence Ecotourism intention	0.585	0.001	***
H2: Future Time perspective is positively influence Environmental concern	0.410	0.007	***
H3: Environmental concern is positively Ecotourism intention	-0.001	0.994	Not supported
H4: Eco-destination image is positively Environmental concern	0.220	0.007	***
H5: Eco-destination image is positively Ecotourism intention	0.680	0.000	***

**error tolerance limited is 5 % (α=0.05)*

Based on table 4, there are 4 influential hypotheses. Future time perspective has a positive effect on ecotourism intention. This result is in line with Milfont et al., (2012) when someone is open-minded and thinks about sustainability, they are more interested in visiting ecotourism destinations. People who are concerned about the future are more inclined to take them into account and do not want them to suffer from an overexploited environment. Thi Khanh & Phong, (2020) found that persons who are more future-oriented are more likely to care about the environment and take action to address environmental concerns than people who are more present-oriented. Future-oriented people, for instance, are more likely to support public transit, water conservation measures, and pro-environmental attitudes while opposing extending offshore oil drilling, which is thought to be destructive to the environment.

Moreover, the perception of the place significantly impacts the decision to travel. Respondents must also understand the fact that certain behaviors can occasionally harm nature. Therefore, we can preserve it by practicing conservation so that the environment improves and it may be a joyful and exciting place. According to Huang & Liu, (2017) research, travelers' environmental attitudes influence their interest in nature-based destination images. As a result of

tourists' environmental ideals, a eco-destination's image as being centered on nature draws more interest from travelers.

When tourists have a positive emotional bond and interest in an eco-destination image, it gives a good influence that there is an intention to visit ecotourism as a vacation destination. The image of the eco-destination can create more respect for the environment and finally be reflected in tourists' environmentally responsible behavior (Chiu et al., 2014b). To sum up, the eco-destination image can induce travelers' environmental concerns.

CONCLUSION

This study shows that the time perspective affects visitors' intentions to engage in ecotourism and to care about the environment. Environmental concerns influence ecotourism intentions. Additionally, the eco-destination image affects ecological worries, and finally, the eco-destination image affects the intent to engage in ecotourism. Based on the research that has been done, the managerial implications that can be used as input for marketing managers in developing marketing strategies are expected to increase open-mindedness about long-term environmental sustainability to make ecotourism more attractive. Tourists have the intention to visit and raise awareness of environmental awareness initiatives that don't harm future generations, by practicing ecological conservation, for instance, in less neglected places. Ecotourism destination marketing managers are expected to be able to increase environmental awareness activities, especially in ecotourism areas, so that the well-maintained ecotourism areas increase the desire to visit. The marketing manager for ecotourism destinations is expected to improve the eco-destination image by maintaining its sustainability so that when ecotourism is seen being held, tourists will pay more attention to the environment and care more about protecting it. Ecotourism destination marketing managers are expected to be able to improve eco-destination images, for example, on social media when sharing posts, not only good pictures and captions. Still, they must explain the impact of protecting the environment because more information can increase the intention to visit. Future research is expected to add more variables, such as loyalty. Further research can be carried out on other ecotourism destinations such as Tanjung Putting National Park, Kawah Ijen, Nusa Penida Island, etc.

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THE ANTECEDENTS OF ECOTOURISM INTENTION

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THE ANTECEDENTS OF ECOTOURISM INTENTION

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5 BSTRACT

This study examines the factors influencing tourists' intentions to visit ecotourism sites, such as environmental concerns, future time perspectives, and eco-destination images. This study used primary data obtained using questionnaires as a data gathering instrument. Participants in this study knew about, were curious about, desired to travel to, or had already visited ecotourism sites in the previous year. Purposive sampling is utilized to determine the sample, and 175 individuals are sampled. Data analysis is carried out using the structural Equation Model (SEM). According to this study, three crucial characteristics that affect travelers' interest in ecotourism destinations have a significant impact. These are environmental concerns, future time perspective, and eco-destination image. This study also found a strong link between environmental concerns, future time perspective, and eco-destination image. This study was carried out experimentally in Indonesia.

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Keywords: Future time perspective, Environmental concern, Eco-destination image, Ecotourism intention

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INTRODUCTION

Due to people's basic need for entertainment and travel to recharge from their workday routines and tiredness, the tourism industry is rapidly expanding and growing (Putri, 2018). Many people today consider that visiting tourist destinations for fun is no longer something strange or taboo but a part of everyday life that everyone and everyone may engage in (UNWTO, 2019). The tourist industry also contributes substantially to global economic growth because of its commercial orientation and rising impact on some of the worlds protected regions' ecosystems (ASEAN-Japan Centre, 2018). Considering development expectations in this industry sector, more people would visit the expanding number of protected places.

The burgeoning tourist industry is eager to find innovative ways to promote ecotourism destinations in this growing environmental concern. In Indonesia, the travel and tourism sector is expanding as a source of income for the country, particularly in areas with a wealth of natural and cultural resources. For example, "Labuan Bajo" markets itself as an ecotourism destination that respects nature. The most visited tourist destinations include Padar Island, Kelor Island, Pink Beach, Komodo National Park, and the Rinca Islands (DiscoveryourIndonesia, 2016). Labuan Bajo since 1991, has been a UNESCO World Heritage Site. The government also worked with local

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community members to encourage ecotourism in Labuan Bajo. Through the BPOLBF (Labuan Bajo Flores Authority Executing Agency), the central government has received complete cooperation from customs officials about plans to develop and build ecotourism in the Manggarai area (Beritasatu.com, 2022). Furthermore, tourism growth benefits a variety of industries, including hotels, restaurants, spas, and others, which can create jobs and improve the local economy and quality of life (Modestus Ziku, 2015).

Penglipuran Bali Village, a traditional community with numerous international accolades for its distinctive characteristics, is now emerging into an ecotourism destination (Alonesia.com, 2022). Penglipuran Bali Village has been declared the cleanest hamlet in the world. Thus it is only natural that this traditional village has become an ecotourism destination (Wonderful Indonesia, 2021). Because of its spatial design, Penglipuran Bali Village, which has evolved into an ecotourism region, offers outstanding aesthetics. No automobiles, even those owned by the people, are permitted in this community. Cars can park in a designated area outside the village gate. The rows of immaculate hedges and the availability of multiple garbage bins, so there is no rubbish thrown about, demonstrate the cleanliness and attractiveness of this community (Alonesia.com, 2022). Utama Mandala, Madya Mandala, and Nista Mandala are the three sections that make up this village's notion of building placement arrangement. Loloh cemcem and tipat cantok are two of Penglipuran Bali Village's signature dishes. The village is now a popular ecotourism destination. To aid digestion, loloh cemcem is a natural beverage produced from cemcem leaves. They sell souvenirs as well as food and drinks. However, not all of them are made in the hamlet of Panglipuran; some originate from other places with a large population of artisans. Crafts such as fans, critical chains, miniatures, sculptures, and fabrics are among these keepsakes. The rapid pace of modern growth affects the lives of the locals, yet the entertainment industry makes clever adjustments that progress economic operations through partnerships with other parties (Penglipuran, n.d.).

The last example of ecotourism is Mount Bromo, an active volcano in East Java, Indonesia. It is also known as the Tengger caldera and is spelled "Brama" in the Tengger language. It is divided into four districts: Probolinggo Regency, Pasuruan Regency, Lumajang Regency, and Malang Regency. Two thousand three hundred twenty-nine meters above sea level is this mountain (Travel, 2018). Mount Bromo is a popular tourist site in East Java. Since it is an active volcano, Bromo is a well-liked tourist destination. Mount Bromo is located within the Bromo Tengger Semeru National Park. Bromo tourist attractions have had a significant positive impact on the local economy. Economic growth brought on by the Bromo water attractions may encourage job growth and regional economic development. One of Indonesia's best ecotourism destinations is the Bromo Tengger Semeru region in East Java, which has been designated a national priority destination

because of its extraordinary natural beauty. The development of ecotourism in Bromo has been continuous, and it is now an excellent example of how community-based tourism may be fostered (IndonesiaKaya, n.d.).

This achievement results from increased knowledge of ecotourism and favorable ecological, social, and economic conditions; however, a developed network of protected areas is crucial to such ecotourism. It is crucial to improve public awareness of this topic, develop the necessary skills, and establish goals for ecotourism development to remove the obstacles preventing industry growth (Barkauskienė & Snieška, 2013). Ecotourism has the potential to become a popular destination for people with diverse interests. One of society's weaknesses is its failure to promote tourism items to potential tourists. In addition to having minimal knowledge of ecotourism and marketing, the community has difficulty accessing marketing resources such as social media networks and tools manual marketing aids due to limited internet connectivity and the inability to operate and possess a high-tech communication tool high technology. As a result, assistance from government departments and academics is urgently needed to ensure the long-term viability of the marketing strategy-supported program ecotourism. Therefore, promoting ecotourism areas entails teaching, persuading, or reminding tourists to arouse their interest in visiting the tourist destination that has been identified.

LITERATURE REVIEW

Future time perspective

A person's perception of the past, present, and future is referred to as their temporal perspective (Doran et al., 2017). Additionally, past-oriented individuals usually regress into the past, as opposed to present-oriented individuals who can find fulfillment in current events and lead more fulfilling lives (Przepiorka & Blachnio, 2016). People with a current time-oriented perspective are preoccupied with the present. Individuals with a future-oriented view concentrate on planning and achieving long-term goals instead of those who quickly set targets and implement behavioral demands. In general, the future-time perspective has shown the ability to effectively foresee motivations, attitudes, and actions under stress and results related to academic performance, subject well-being, and environmental preservation (Lu et al., 2016). On the other hand, the current viewpoint has been associated with crime, risky behavior, substance abuse, hedonism, and so on.

Environmental concern

Environmental views are representative of the general attitudes that people have about the environment. Environmental folklore and the relationship between humans and their environment are commonly understood topics (Huang & Liu, 2017). The existence of an environmental issue must be acknowledged before concern may arise. (Lu et al., 2016) proposed that ideas and attitudes occur before intentions and behaviors. According to (Stylos et al., 2016) the relationship between values and the environment mediate beliefs because perceived consequences to whatever individual values are triggered norms. In the context of ecotourism, environmentally responsible behavior assists tourists in recognizing the environmental impact of their actions and adhering to the Ecotourism area's standards (Cheng et al., 2013). Climate change and socioeconomic advancements consequently tend to raise people's environmental awareness. Environmentally conscious people are more likely to act in a way that respects the environment and refrains from causing harm to it.

Eco-destination image

The concept of the destination image is critical in customer behavior (Wu et al., 2014). (Sthapit et al., 2017) defines *destination image* as "a notion of a brand portrayed as an association existing in the consumer sense." Destination imagery has a strong influence on travel decisions. It impacts decisions on the choice of goals and the circumstances under which those choices had been made, such as involvement, evaluation, and intentions for future behavior Huang & Liu, (2017).

Ecotourism intention

In tourism research, "tourist visit intent" refers to the likelihood that visitors will go to a particular destination. Decision-making can be significantly influenced by the purpose, representing a person's dedication to acting in a particular way (Amanah et al., 2018). Hallmann et al., (2015) explained that the cognitive aspect of the destination image is the intention to visit. The goals of travelers are typically divided into two phases of action. The first is a visitor's intention to travel before arriving at their place, and the second is a visitor's intention to return in the future (González-Rodríguez et al., 2016).

CONCEPTUAL FRAMEWORK

According to Pham & Khanh, (2021) this study aims to look at the impact of environmental concerns on the future time perspective, eco destination image on ecotourism Intention. Pham & Khanh, (2021) revealed that tourists' attachment to a destination stems from environmental concerns that affect the future time perspective, which gives a good eco-destination image that raises ecotourism intentions to visit.

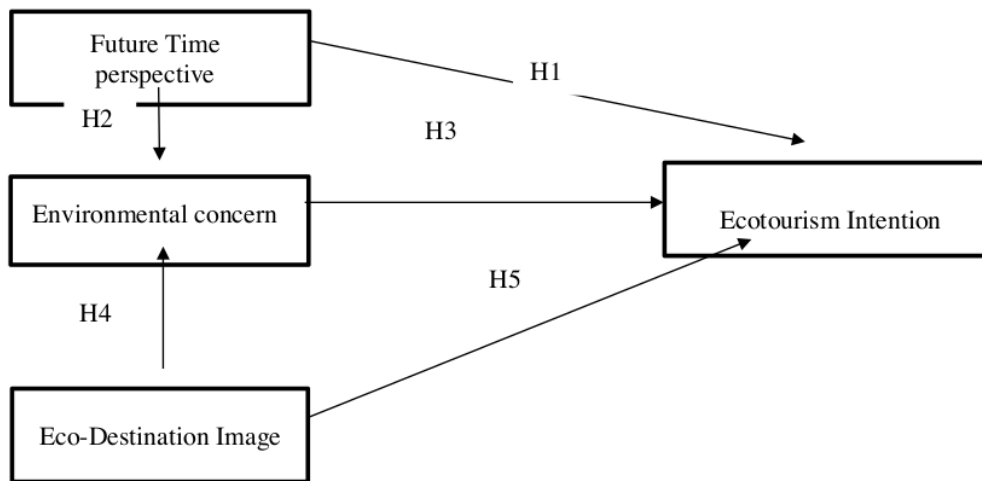


Figure 1. Conceptual Framework

HYPOTHESIS DEVELOPMENT

The impact of characteristics like motivation on ecotourism intentions has been particularly noted (Huang & Liu, 2017; Teeroovengadam, 2019). Knowledge gaps exist about the elements influencing visitor ecotourism intents and how future time perspective, eco-destination image, and environmental concern affect those factors (Doran et al., 2017).

Time perspective has received little attention in ecotourism literature. Milfont & Gouveia, 2006 imply a connection between a person's future time orientation and pro-environmental behaviors in their prior work on environmental behavior. Additionally, recent tourism literature suggests that time perspective affects travel intention. People more concerned about the planet's future are likely to act appropriately toward it.

The positive impacts of future time perspectives towards ecotourism intention

As a result, future-oriented people are more inclined to consume in ways that conserve the natural environment and avoid environmentally damaging products/services. When choosing a travel option, people are more likely to choose one with less detrimental environmental effects. Such a service had been offered by ecotourism. As a result, when choosing a tourism product, future-oriented people prefer ecotourism (Doran et al., 2017).

H1: Future time is positively impacts on Ecotourism intention

The positive impacts on future time perspectives towards environmental concern

Concern about the environment, also referred to as *time perspective*. According Milfont et al., 2012, this study defines *time perspective* as a person's understanding of the significance of past, present, and future time. People focused on the past frequently value their former experiences and take the initiative to think about them. When people care about the future, they are more likely to consider future generations and, as a result, do not want to see future generations suffer due to an overexploited environment. As a result, people concerned about the future are more likely to be concerned about environmental issues (Doran et al., 2017).

H2: Future time is positively impacts on Environmental concern

The positive impacts of environmental concern towards ecotourism intention

Environmental concern, often known as a pro-environment attitude or environmental belief, describes a person's knowledge of the value of protecting the environment. According to Holden, 2019, ecotourism depends on ecologically conscious tourists acting accordingly. Han et al., 2010 demonstrate that tourists' intention to visit an ecotourism destination had highly influenced by their environmental beliefs.

H3: Environmental concern is positively impacts on Ecotourism intention

The positive impacts of eco-destination image towards environmental concern

The physical surroundings can also affect how customers think about and feel about their surroundings. According to Orams, 2012 tourists who understand how their actions affect the environment exhibit ecologically responsible behavior. More regard for the environment may be generated by the eco destination's reputation, manifesting in travelers' environmentally conscious behavior (Chiu et al., 2014b). The impression of an environmentally overexploited destination may also create a desire for environmental conservation (Wu et al., 2014).

H4: Eco-destination image is positively impacts on Environmental Concern

The positive impacts of eco-destination image towards ecotourism intention

This is similar to how customers' cognition and emotions can be influenced by their surroundings. According to (Puhakka et al., 2009), tourists who understand how their actions affect the environment are more likely to behave responsibly. Images of eco-destinations can foster a tremendous respect for the environment which is ultimately reflected in the conduct of tourists who practice environmental responsibility (Chiu et al., 2014b). An image of an environmentally overexploited destination may also appear, raising environmental protection needs. An eco-friendly destination's image can spark a tourist's concern for the environment.

H5: Eco-destination image is positively impacts on Ecotourism Intention

RESEARCH METHOD

The methodology for this study is hypothesis testing, which has been done to determine why certain factors or outcome predictions are inconsistent. Data was collected once by responding to research questions on 10 questionnaire as part of the study's cross-sectional design. The individual is the unit of analysis. The data used in this study is primary data collected directly from respondents in order to answer hypothetical questions (Gumussoy & Koseoglu, 2016). By sending surveys to respondents both online and in person, primary data was gathered. According to Hair et al., (2019) the number of samples should be at least five times the number of indicators. The analysis uses 18 indicators, so the number of samples required is $18 \times 6 = 108$.

The sampling approach employed in this study is nonprobability sampling, which means that not everyone has the same chance of becoming a respondent. A purposive sampling methodology is a process of choosing a sample based on standards or conditions that qualify it to serve as a sample (Ahmad et al., 2019). Those who know or interested visit or have been visited to Labuan Bajo, Penglipuran Village Bali and Mount Bromo in the last year are eligible.

Table 1. Validity & Reliability

Variable	Factor Loading	Cronbach Alpha
Future time perspective		0.713
If I feel that a person should plan their day every morning	0.699	
If I want to achieve something, I must have a plan and a strategy to achieve it	0.577	
Plans must be planned well enough	0.676	
Make a to-do list when going to do something	0.696	
I think I have a very good idea of what I want to do with my life	0.516	
Environmental concern		0.652
If humans interfere with nature often even become a disaster	0.680	
Humans often abuse the environment	0.555	
Plants and animals have as much right as humans to exist	0.548	
Nature's delicate balance is easily upset	0.637	
Eco-destination image		0.828
Good Climate	0.627	
Stability in politics	0.293	
Beautiful landscape	0.765	
A good reputation of a destination	0.673	
natural habitat that is unpolluted / unspoiled	0.704	
Ecotourism Intention		0.910
I will choose ecotourism in my travelling	0.779	
I intend to visit an ecotourism site soon	0.724	
I properly choose ecotourism tour	0.688	
I think the ecotourism is right	0.788	

Source: Data processed using SPSS (attached).

Based on the table above, the validity test for all instruments from the three variables is declared valid if the loading factor value is more than 0.40. And the results of Cronbach's Alpha

greater than 0.60 indicate that the reliability test with the four variables is reliable Hair et al., (2019).

¹³
Table 2. Goodness of Fit Model

Goodness of fit index	Criteria (cut-off value)	Value	Conclusion
Chi-Square	Closer to 0	1191.101	POOR FIT
P-Value	≥ 0.05	0.000	POOR FIT
RMSEA	< 0.10	0.086	GOOD FIT
RMR	< 0.10	0.064	GOOD FIT
NFI	> 0.90	0.623	POOR FIT
TLI	> 0.90	0.746	POOR FIT
CFI	> 0.90	0.742	POOR FIT
IFI	> 0.90	0.746	POOR FIT
CMIN/DF	Lower limit: 1.0; Upper Limit: 2.0/3.0 or 5.0	2.282	GOOD FIT

Source: AMOS output (attached).

The Goodness of fit test results in table 6 reveal an Absolute fit measure; the chi-square has ²⁹ value of 1191.101 (it will qualify as close to 0 or a tiny chi-square), meaning that this model is a poor fit. The p-value of 0.000 (≥ 0.05) suggests that this model is a poor fit, according to the other Goodness of fit metric. Meanwhile, RMSEA is $0.086 < 0.10$, showing that this model fits well. The criteria based ²² the RMR Incremental Fit Measure have a value of $0.064 < 0.10$, indicating that this model is a good fit. NFI = 0.623, TLI = 0.746, CFI = 0.742, and IFI = 0.746 (it will qualify if > 0.90 or closer to ⁸), indicating a poor fit. By using the normed chi-square (CMIN/DF) of 2.282 (qualifies for the lower limit of 1 and the upper limit of 2.0/3.0 or 5.0) in conjunction with the Parsimonious Fit Measure criterion, it is possible to determine that this model meets the criteria for the goodness of fit. According to Hair et al., (2019), one criterion had been met; this model is referred to as good or having a decent fit. The viability of the model provided above was assessed using the Absolute Fit Measures and Parsimonious Fit Measures approaches, and a goodness of fit conclusion had reached. It has claimed that the model test can move forward using hypothesis testing.

RESULTS AND DISCUSSION

Table 3. Statistic Descriptive

Indicator	N	Mean	Std. Deviation
Future time perspective	175	4.24	0.75
Environmental concern	175	4.44	0.75
Eco-destination image	175	4.39	0.77
Ecotourism intention	175	4.20	0.71

Source: Data processed using SPSS (attached).

Based on table 3, The future time perspective variable was evaluated using respondents' responses indicating they care about the environment based on future time perspective features, with an average score of 4.2422. A strategy must be in place every morning before starting any activity, and being well-organized and disciplined is essential if you want to achieve something. And come up with a fresh notion for your future existence every day. The average characteristic

standard deviation of 0.75922 reflects respondents' reactions to propositions about future time perspectives. Environmental concern is essential, particularly for future generations and the health of natural ecosystems; it exhibits environmental worry qualities with an average of 4.44. Respondents also stated that humans frequently interfere with natural ecosystems and abuse the environment and that the position of animals, nature, and humans to be safeguarded and kept is the same; also, the balance of nature is readily upset. Additionally, the mean environmental worry characteristic's standard deviation was 0.7598, which suggests that respondents' reactions to ecological concern statements varied. Eco-destination image characteristics affect respondents' perceptions of how well an eco-destination represents itself, influencing visitors' perspectives and perceptions of ecotourism. It has 4.3976 on the average for the image features of an eco-destination. It was concluded that a favorable climate, political stability, beautiful scenery, a good reputation as a destination, and an unpolluted natural habitat all impact the image of an eco-destination. As a result, ecotourism is a desirable and ideal travel destination. They discovered that respondents' reactions to eco-destination impressions varied; the average characteristic standard deviation was 0.77096. it can be shown that the variable ecotourism intention that respondents believe ecotourism locations give intriguing experiences and impressions compared to other tourist sites. Respondents preferred ecotourism places over other tourist attractions because they are visually appealing and help relax the mind. The average characteristic standard deviation was 0.718225, which showed that respondents' answers regarding the visit's ecotourism goal differed.

Table 4 Hypothesis Testing Result

Hypothesis	Estimate	P-Value	Decision
H1: Future Time perspective is positively influence Ecotourism intention	0.585	0.001	***
H2: Future Time perspective is positively influence Environmental concern	0.410	0.007	***
H3: Environmental concern is positively Ecotourism intention	-0.001	0.994	Not supported
H4: Eco-destination image is positively Environmental concern	0.220	0.007	***
H5: Eco-destination image is positively Ecotourism intention	0.680	0.000	***

*error tolerance limited is 5 % ($\alpha=0.05$)

Based on table 4, there are 4 influential hypotheses. Future time perspective has a positive effect on ecotourism intention. This result is in line with Milfont et al., (2012) when someone is open-minded and thinks about sustainability, they are more interested in visiting ecotourism destinations. People who are concerned about the future are more inclined to take them into account and do not want them to suffer from an overexploited environment. Thi Khanh & Phong, (2020) found that persons who are more future-oriented are more likely to care about the environment and take action to address environmental concerns than people who are more present-oriented. Future-oriented people, for instance, are more likely to support public transit, water conservation measures, and pro-environmental attitudes while opposing extending offshore oil drilling, which is thought to be destructive to the environment.

Moreover, the perception of the place significantly impacts the decision to travel. Respondents must also understand the fact that certain behaviors can occasionally harm nature. Therefore, we can preserve it by practicing conservation so that the environment improves and it may be a joyful and exciting place. According to Huang & Liu, (2017) research, travelers' environmental attitudes influence their interest in nature-based destination images. As a result of

tourists' environmental ideals, a eco-destination's image as being centered on nature draws more interest from travelers.

When tourists have a positive emotional bond and interest in an eco-destination image, it gives a good influence that there is an intention to visit ecotourism as a vacation destination. The image of the eco-destination can create more respect for the environment and finally be reflected in tourists' environmentally responsible behavior (Chiu et al., 2014b). To sum up, the eco-destination image can induce travelers' environmental concerns.

CONCLUSION

This study shows that the time perspective affects visitors' intentions to engage in ecotourism and to care about the environment. Environmental concerns influence ecotourism intentions. Additionally, the eco-destination image affects ecological worries, and finally, the eco-destination image affects the intent to engage in ecotourism. Based on the research that has been done, the managerial implications that can be used as input for marketing managers in developing marketing strategies are expected to increase open-mindedness about long-term environmental sustainability to make ecotourism more attractive. Tourists have the intention to visit and raise awareness of environmental awareness initiatives that don't harm future generations, by practicing ecological conservation, for instance, in less neglected places. Ecotourism destination marketing managers are expected to be able to increase environmental awareness activities, especially in ecotourism areas, so that the well-maintained ecotourism areas increase the desire to visit. The marketing manager for ecotourism destinations is expected to improve the eco-destination image by maintaining its sustainability so that when ecotourism is seen being held, tourists will pay more attention to the environment and care more about protecting it. Ecotourism destination marketing managers are expected to be able to improve eco-destination images, for example, on social media when sharing posts, not only good pictures and captions. Still, they must explain the impact of protecting the environment because more information can increase the intention to visit. Future research is expected to add more variables, such as loyalty. Further research can be carried out on other ecotourism destinations such as Tanjung Putting National Park, Kawah Ijen, Nusa Penida Island, etc.

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