

Artikel 1

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Examining the Theory Planned Behavior to Wildlife Tourism

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Wildlife tourism has attracted the human intention to interact with the local animal in natural habitats. It offers the tourist a chance to develop memories and experiences in exploring the wildlife environment. Meanwhile, the provincial government applied for a premium membership program for visiting the wildlife destination. This study examines the theoretical arguments and hypotheses towards the theory of planned behavior variables. The online survey was sent to the potential tourist who raised the issue through the travel websites from the international and domestic forums. The model was tested with PLS-SEM Analysis to assess the validity, reliability, and examine the hypothesis. The result has shown that online discussion significantly impacts the wildlife image and intention to visit. These empirical results can help the local government develop a tourism destination strategy to increase the local economy.

Keywords: Theory of Planned Behavior, Online Discussion, Wildlife Tourism, Intention to travel.

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