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FACTORS AFFECTING TOURIST INTERFERENCE BEHAVIORS TOWARD GIANT PANDAS IN WOLONG NATIONAL NATURE RESERVE

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Universiti Utara Malaysia

DOCTOR OF PHILOSOPHY
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FACTORS AFFECTING TOURIST INTERFERENCE BEHAVIORS TOWARD GIANT PANDAS IN WOLONG NATIONAL NATURE RESERVE

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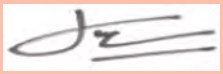
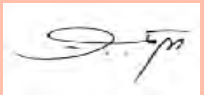
Pengerusi Viva *(Chairman for Viva)*	:	**ASSOC. PROF. DR. HAMIMI OMAR**	Tandatangan *(Signature)*	
Pemeriksa Luar *(External Examiner)*	:	**ASSOC. PROF. DR. AZILA AZMI (UITM)**	Tandatangan *(Signature)*	
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ABSTRACT

The giant panda or *Ailuropoda melanoleuca* is a national treasure and cultural symbol of China, is well-loved for its gentle appearance, and has a vital role in global wildlife conservation. The giant panda tourism draws visitors to panda nature reserves, making substantial economic and social contributions to China. However, tourists' interference negatively impacts the habitat and behaviors of giant pandas, which is evident and harmful to protection efforts, especially in natural reserves. Therefore, it is an urgent problem to stop or decrease tourists' interference by promoting sustainable development of giant panda tourism. Most studies focused on the behavioral changes of giant pandas under the influence of tourists' activities and rarely pay attention to the psychological activities of tourists. There exists a gap in the current body of knowledge regarding the factors influencing tourists' interference behaviors in giant panda tourism. Thus, the study pays attention to the psychological activities of tourists, seeking the significant factors predicting tourists' interference behaviors in giant panda tourism, so that a meaningful gap can be bridged on this topic. A total of 386 questionnaires were distributed to tourists visiting giant pandas in Wolong National Nature Reserve using purposive sampling. A number of factors were identified and found to influenced tourists' interference behaviors, including attitude, subjective norm, perceived behavior control, and tourists' interference intention. Besides that, tourists' interference intentions were also confirmed to play partial mediation on the relationships between perceived behavioral control and tourists' interference behaviors. In general, the utilization of the theory of planned behavior has successfully explain the factors influencing the tourists' interference behaviors on giant pandas tourism. The findings of this study could be used as a model of reference for China's government in assessing tourists' interference behaviors toward giant panda tourism and support for sustainable development of giant panda tourism. The outcomes of the study may also be used in the formulation of appropriate planning and development strategies for giant panda tourism in China.

Keywords: Tourists' Interference Behaviors, Giant Pandas, The Theory of Planned Behaviors, Wolong National Nature Reserve

ABSTRAK

Beruang panda gergasi atau *Ailuropoda melanoleuca* adalah khazanah negara dan simbol budaya China, dan mempunyai peranan yang penting dalam pemeliharaan hidupan liar di peringkat global. Pelancongan beruang panda gergasi ini menarik pelancong ke kawasan rizab semula jadi panda, memberikan sumbangan ekonomi dan sosial yang besar kepada China. Namun begitu, gangguan pelancong dan kerosakan alam semula jadi telah memberi kesan negatif kepada habitat dan tingkah laku beruang panda gergasi, yang jelas merbahaya kepada perlindungan, terutamanya kawasan perlindungan alam semula jadi. Oleh yang demikian, ini adalah isu mendesak untuk menghentikan atau mengurangkan gangguan pelancong dengan mempromosikan pembangunan lestari pelancongan beruang panda gergasi melalui penyelesaian Baharu. Kebanyakan kajian memfokuskan kepada perubahan tingkah laku beruang panda gergasi di bawah pengaruh aktiviti pelancong, dan jarang sekali memberi perhatian kepada aktiviti psikologi pelancong. Wujud jurang pengetahuan terkini berkenaan faktor-faktor yang mempengaruhi tingkah laku gangguan pelancong terhadap pelancongan beruang panda gergasi. Maka, kajian ini memberi perhatian kepada aktiviti psikologi pelancong, mencari faktor-faktor penting yang meramalkan tingkah laku gangguan pelancong dalam pelancongan beruang panda gergasi supaya jurang pengetahuan dapat dirapatkan. Sebanyak 386 borang soal selidik telah diedarkan kepada pelancong yang melawat beruang panda gergasi di Rezab Hutan Simpan Kebangsaan Wolong menggunakan teknik persampelan bertujuan. Beberapa faktor telah dikenalpasti yang mempengaruhi tingkah laku gangguan pelancong, meliputi sikap, norma subjektif, kawalan tingkah laku dan niat gangguan pelancong. Selain itu, niat gangguan pelancong juga dikenalpasti sebagai perantara antara hubungan kawalan tingkah laku dan tingkah laku gangguan pelancong. Secara umumnya, penggunaan teori tingkah laku terancang telah berjaya menjelaskan faktor-faktor yang mempengaruhi tingkah laku gangguan pelancong terhadap pelancongan beruang panda gergasi. Dapatan kajian ini boleh dijadikan model rujukan oleh pihak kerajaan China dalam menilai tingkah laku gangguan pelancong terhadap pelancongan panda gergasi serta menyokong pembangunan lestari pelancongan panda gergasi. Hasil kajian ini juga boleh digunakan dalam pembentukan strategi perancangan dan pembangunan yang sesuai untuk pelancongan beruang panda gergasi di China.

Kata kunci: Tingkah Laku Gangguan Pelancong, Beruang Panda Gergasi, Teori Tingkah Laku Terancang, Rezab Hutan Simpan Kebangsaan Wolong

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LIST OF ABBREVIATIONS

AT	Attitude
SN	Subjective Norm
PBC	Perceived Behavioral Control
TII	Tourist Interference Intentions
TIB	Tourist Interference Behaviors
TPB	Theory of Planned Behavior
WNNR	Wolong National Nature Reserve

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides a comprehensive overview of the research. It introduces the primary focus and significance of the study, explores the background and context, and identifies the key issues to be addressed. The chapter outlines the specific research questions and objectives, defines the study's scope and limitations, and examines its theoretical and practical significance. Additionally, it ensures clarity by defining key terms and concludes with a summary.

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1.2 Background of the study

Ecotourism is a sustainable tourism that experiences natural scenery, recognizes, appreciates, and protects the environment and culture (Ceballos-Lascurain, 1996; Thompson, 2022). It has a high taste, vital planning, naturalness, and environmental protection. Wildlife Tourism involves observing and interacting with native animals and plants (Wondirad et al., 2020). Animals in their natural habitat are the subject of Wildlife Tourism, which involves active or passive interactions (Baloch et al., 2023).

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APPENDICES

Appendix A

Questionnaires

Section A : Demographic Profile
第一部分 ：个人信息

This section includes several inquiries regarding your demographic details. Kindly mark (√) the option that best represents your answer.
这部分包括个人信息，请在合适的选项打 (√)

1. What is your gender?
   你的性别是？

   ☐ Male(男) ☐ Female(女)

2. What is your age?
   你的年龄是？

   ☐ Under 20(20 岁以下) ☐ 21-30 ☐ 31-40 ☐ 41-50

   ☐ 51-60 ☐ Over 60(60 岁以上)

3. What is your marital status？
   你的婚姻状况是？

   ☐ Married(已婚) ☐ Unmarried(未婚) ☐ Divorce(离婚)

4. What is your country of origin?
   你的国籍是？
   ☐ China(中国) ☐ Overseas(国外)
   If you choose China, please write the city you are from _____
   如果你选择中国，请写下你来自哪个城市
   If you choose overseas, please write the country you are from _____
   如果你选择国外，请写下你来自哪个国家

5. What is your nationality(for Chinese only)？
   你的民族是？

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☐ Han(汉族) ☐ Minority(少数民族)

6. What is your level of education?
你的学历是？

☐ Primary school - high school(小学-高中)

☐ Bachelor Degree(本科学历)

☐ Master or PhD(硕士、博士)

7. What is your career?
你的职业是？

☐ Student(学生)

☐ Government officer(政府工作人员)

☐ Professional(专业技术人员)

☐ Business owner(商人)

☐ Unemployed(失业)

☐ Retiree(退休)

☐ Other(其它)

8. What is your monthly income?
你的月收入是？

☐ Less than RMB 3000($415) ☐ RMB3001-5000($416- $692)

☐ RMB5001-7000($693-$969)

☐ RMB7001-10,000($970-$1384) ☐ Above RMB 10,001($1385)

9. Have you travel to here before?
你之前来过这里吗？

☐ Yes ☐ No

10. Have you ever seen giant pandas before in other places?
你在其它地方见到过大熊猫吗？

☐ Yes ☐ No

11. Did you feel the attractiveness of giant pandas in Wolong national nature

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reserve?

你觉得卧龙自然保护区的大熊猫有吸引力吗？

☐ Yes ☐ No

Please indicate the reason, when you say yes/no

不管你回答是/不是，请说明理由_ _

Section B: Attitude

第二部分: 态度

What is your attitude about interfering with giant pandas in Wolong National Nature Reserve? Kindly mark (√) the option that best represents your answer.

您对游客干扰卧龙国家级自然保护区大熊猫的行为持什么态度？请在合适的选项打（√）

No.	Items	Scales				
		1	2	3	4	5
1	TIB can bring short happiness 干扰行为能够带来短暂的快乐					
2	TIB meets my curious needs 干扰行为能够满足我的好奇心					
3	TIB helps me feel confident and unashamed TIB 让我感到自信且无愧					
4	TIB is a good way to get the attention of giant pandas 干扰行为是一种好的引起大熊猫注意力的方式					
5	TIB has a low affecting on the giant pandas' habitat and natural behavior 游客干扰行为对大熊猫栖息地和自然行为影响较小					
6	TIB helps protect the ecological environment around giant pandas from serious damage TIB 有助于保护大熊猫周边的生态环境免受严重破坏					

Note: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree

注：1-完全不同意，2-不同意，3-中立，4-同意，5-完全同意

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Section C: Subjective Norm
第三部分: 主观规范
What are your subjective norm about interfering with giant pandas in Wolong National Nature Reserve? Kindly mark (√) the option that best represents your answer.
您对游客干扰卧龙国家级自然保护区大熊猫的行为的主观规范是？请在合适的选项打（√）

No.	Items	Scales				
		1	2	3	4	5
1	My family members support for TIB 家人支持					
2	My friends support for TIB 朋友支持					
3	Other tourists support for TIB 其他游客支持					
4	The local communities support for TIB 当地社区支持					
5	The authority management institutions support for TIB 管理部门支持					

Note: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
注：1-完全不同意，2-不同意，3-中立，4-同意，5-完全同意

Section D: Perceived Behavior Control
第四部分: 知觉行为控制
What are your perceived behavior control about interfering with giant pandas in Wolong National Nature Reserve? Kindly mark (√) the option that best represents your answer.
您对游客干扰卧龙国家级自然保护区大熊猫的行为的知觉行为控制是？请在合适的选项打（√）

No.	Items	Scales				
		1	2	3	4	5
1	I know the ways to interfere with giant pandas 我知道干扰行为的方式					
2	I have enough time to interfere with giant pandas 我有足够的时间干扰大熊猫					
3	I can get chances to interfere with giant pandas 我可以获得干扰大熊猫的机会					
4	I ignore the rules and regulations related to the conservation of the giant pandas in the reserve 我忽略保护区有关大熊猫保护的规章制度					
5	I can take responsibility for the consequences of my interference behaviors 我可以为我的干扰行为的后果承担责任					
6	While visiting the reserve, I can minimize the impact on the giant pandas' natural behaviors and habitat 在参观保护区时，我可以尽量减少对大熊猫自然行为和栖息地的影响					
7	I ignore actual environmental factors to giant pandas 我忽略了大熊猫的实际环境因素					

Note: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
注：1-完全不同意，2-不同意，3-中立，4-同意，5-完全同意

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Section E: Tourist Interference Intentions
第五部分: 游客干扰意图
What are your interference intentions toward giant pandas in Wolong National Nature Reserve? Kindly mark (√) the option that best represents your answer.
您干扰大熊猫的意图是？请在合适的选项打（√）

No.	Items	Scales				
		1	2	3	4	5
1	I am willing to to get more happy experience from interfering with giant pandas 我想从干预大熊猫中获得更多快乐的体验					
2	I am willing to to break some rules and regulations to finish my experience 我想打破一些规则和规定来完成我的体验					
3	I am willing to take time to prepare for interference behaviors 我愿意花时间为干扰行为做好准备					
4	I am willing to prepare some tools for helping interfere with giant pandas 我愿意准备一些帮助干扰大熊猫的工具					
5	I am willing to share my interference behaviors experience on personal social communication pages 我愿意在个人社交页面上分享我的干扰行为经历					

Note: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
注：1-完全不同意，2-不同意，3-中立，4-同意，5-完全同意

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Section F: Tourist Interference Behaviors
第六部分:游客干扰行为
What are your interference behaviors to giant pandas? Kindly mark (√) the option that best represents your answer.
你针对大熊猫的干扰行为是什么？请在合适的选项打（√）

No.	Items	Scales				
		1	2	3	4	5
1	I approached giant pandas 我靠近大熊猫					
2	I threw some food to giant pandas 我向大熊猫扔食物					
3	I touched giant pandas in unsafe condition 我在不安全的状况下触摸大熊猫					
4	I made loud noises to attract notice of giant pandas 我大声喧哗来吸引大熊猫的注意					
5	I was so happy and excited to shout when saw giant pandas 看到大熊猫的时候我高兴极了，激动得大喊大叫					
6	I speak loudly 我大声说话					
7	I took photos for giant pandas with opening glitter 我给大熊猫拍了张开闪光的照片					
8	I used lights towards giant pandas 我使用灯光照向大熊猫					
9	I used obvious tool to confuse giant pandas 我使用显眼的工具去迷惑大熊猫					
10	I throw rubbish anywhere 我随处乱扔垃圾					
11	I drove car with large displacement 我开大排量的汽车进去景区					
12	I smoke anywhere 我随处吸烟					

Note: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
注：1-完全不同意，2-不同意，3-中立，4-同意，5-完全同意

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Section G: Opinion and Suggestion

第七部分: 想法和建议

Please provide some thinking for this travel, and some suggestion for the improvement of tourism in Wolong National Nature Reserve.

请您对本次旅行提出一些思考，对卧龙国家级自然保护区旅游的提升提出一些建议。

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