

Memorable Ecotourism Experiences in Taman Negara, Pahang

Thanam Subramaniam, Zaiton Samdin, Sridar Ramachandran, Puvaneswaran Kunasekaran

Abstract: *Memorable Ecotourism Experiences (MEEs) play a key role in obtaining tourists' satisfaction and loyalty in sustaining the ecotourism destination. Although, MTEs has been recognised as a crucial area of tourism studies since 2010, but still there is a lack of study that explore all dimensions or constructs of MTEs. Most of the recent studies only tested eight significant constructs and ignored the remaining constructs. Therefore, this study aim to examine the dimensions that influences the memorable ecotourism experiences in Taman Negara, Pahang Malaysia. Subsequently, to propose a MEEs model. In order to fill the literature gap, a pilot test was conducted in April 2018 with a sample of 40 tourists to Taman Negara, Pahang, Malaysia. These preliminary results indicated that 15 out of 22 constructs (hedonism, knowledge, meaningfulness, local culture, novelty-familiarity, involvement, refreshing, destination attributes, service, participation, freeing, adverse feeling, socialization, nature and education awareness) were significantly influencing the MEEs in Taman Negara. The study recommends further studies to be conducted to explore all 22 proposed constructs in a variety of ecotourism sector.*

Keywords: *Ecotourism, Memorable Ecotourism Experiences, Destination Loyalty, Taman Negara*

I. INTRODUCTION

The success and sustainability of a destination or product is highly correlated with loyalty. Understanding and fulfilling traveler's needs and gaining tourists loyalty becomes important goals for destination marketing managers. In tourism context, tourists' or destination loyalty was widely acknowledged as visitors' tendency to select the same destination (repeat visitation) and willingness to recommend it to others such as friends and relatives (Yoon & Usal, 2005; Chen & Tsai, 2007; Chen & Chen, 2010; Pike, 2010; Prayag & Ryan, 2012; Chi & Qu, 2008; Chi, 2011). Lam et al. (2004) and Tuu & Olsen (2010) further referred the destination loyalty as a series of behavioural patterns which emphasises the likelihood or intent to consume the product or service repeatedly and spread positive words of mouth to others. The different tourists' experiences at tourism destinations (either positive or negative) highly interrelated with their happiness and satisfaction. The satisfied and loyal tourists will repeat visitation to the same destination and strongly recommend the destinations to their friends and relatives (Cossío-Silva et al., 2018; Zhang et al., 2014; Oppermann, 2000).

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*Correspondence Author(s)

Thanam Subramaniam, Institute of Tropical Forestry and Forest Products (INTROP), University Putra Malaysia.

Zaiton Samdin, Faculty of Economic and Management University Putra Malaysia.

Sridar Ramachandran, Institute of Agricultural and Food Policy Studies University Putra Malaysia.

Puvaneswaran Kunasekaran, School of Hospitality, Tourism and Events, Taylor's University Malaysia.

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The tourists' loyalty can be categorised into three approaches; behavioural loyalty (focuses the behavioural outcomes such as revisit), attitudinal loyalty (highlights psychological expression like to revisit intention or recommend to other potential visitors) and composite loyalty (integration of both attitude and behaviour such as loyalty and positive attitude towards a particular destination) (Zhang et al, 2014). Furthermore, Chiou and Shen (2006) found the different satisfaction levels at tourism destinations helps to generate different experiences among visitors. Researchers Larsen & Jensen (2004) and Wirtz et al. (2003) found the positive experiences are more memorable compared to negative experiences. Therefore, it becomes an important task to all marketing managers and service providers to create a positive and memorable experiences at tourism places.

Since 2010, researchers have carried out extensive research on memorable tourism experiences and tested in different perspectives such as tourism, food industry, boat sector; nature tourism and hotel industry (Tung & Ritchie, 2011; Kim & Ritchie, 2013; Staphit, 2013; Chandralal & Valenzuela, 2013; Mazlina et al., 2014; Hurombo et al., 2014; Tsai, 2016), however, not all variables of MTEs (as proposed by Kim, 2010) were tested in these studies. Initially, Kim (2010) proposed 19 variables: hedonism, relaxing, local culture, adverse feelings, stimulating, freeing, refreshing, happy, value, knowledge, meaningfulness, challenge, sociable, service, unexpected happenings, novelty-familiarity, participation, involvement and planning as constructs of MTEs. Additionally, Kim (2010) revealed that seven out of nineteen constructs (*hedonism, local culture, novelty, refreshment, meaningfulness, involvement and knowledge*) were significantly influencing MTEs. In recent year, destination attributes construct was tested and included within MTEs studies (Kim, 2014; Mazlina et al., 2014). Following these studies, researchers acknowledged the need for further studies to explore all the 20 constructs. Subramaniam et al. (2018) indicated the lack of MTEs literature in ecotourism sector and proposed nature and education awareness as additional constructs of MTEs.

Therefore, this paper aimed to examine the constructs that influences the memorable ecotourism experiences in Taman Negara, Pahang Malaysia. In line with that, the objective seeks to identify the dimensions/constructs of memorable ecotourism experiences, and subsequently propose a model of Memorable Ecotourism Experiences.

Taman Negara is one of the well-known ecotourism destination in Malaysia, which located between three states namely Pahang (cover an area of 2 477km²), Kelantan (1043km²) and Terengganu (853km²) with local population of 2166 people (Ismail et al., 2016).

This national park also acknowledged as a world's oldest tropical rainforest as it is rich with 3000 species of flowering plants, 200 species of *pteridophytes* and wildlife species (Latiff, 1996). There are four entrances to Taman Negara, which are from Kuala Tahan and Merapoh at the state of Pahang; Kuala Koh at state of Kelantan and Tanjung Mentong at state of Terengganu (DWNP, 2013). Although the national park was open to public in 1939, it only been recognize and gain popularity with the development of the entrance of Kuala Tahan from the state of Pahang to Taman Negara (DWNP, 2013). Since then, this national park was developed as an ecotourism destination with various ecotourism activities which benefits the local communities, boat operators, restaurant operators, nature tour guides, resorts and chalet operators (Azlizam et al., 2012; Wearing & McDonald, 2002). In addition, Taman Negara management also organised several activities such as canopy walk, jungle trekking, night jungle walk, night safari, cave exploration, rapid shooting, Orang Asli settlement, boat cruise, animal observation, bird watching and mountain climbing and to attract visitors (tamanegara, 2018). Azlizam et al. (2018) supported that crossing canopy walk, jungle trekking and cave exploration were among most popular activities for adventurous tourists in Taman Negara; meanwhile visitors that are less adventurous prefer sightseeing, bird watching and simple activities where they can relax and enjoy the freshness of green surroundings.

II. LITERATURE REVIEW

Ecotourism

Ecotourism refers to responsible travel which promotes preservation, reduces damage to the environment and improves the socioeconomic status of local communities through involvement (Ceballos-Lascurain, 1993). The International Ecotourism Society (2013) defines ecotourism as a responsible trip or visit to natural areas which preserves the environment and improves the well-being of local communities through education and interpretation. Wood (2002) classified ecotourism as sustainable nature tourism, as planned, implemented and managed in a sustainable manner. Hence, ecotourism is known as tourism activities that consist of nature, learning processes, active participation of local communities and the sustainability of ecological environments through conservation, empowerment, cooperation of public and private sectors and scientific and educational research (Jaini et al., 2012; Ballantyne & Packer, 2013; Parks & Allen, 2009; Honey, 1999).

Memorable Tourism Experiences (MTEs)

The tourist experiences is referred as everything that a tourists go through or feel at the tourism destination, comprising behaviour and opinion, cognition and emotion (Oh et al, 2007). Stamboulis and Skayannis (2003) and Larsen (2007) defined tourist experiences as an interaction between tourists (actors of experience) and destinations (site of the experience) or past travel experience which kept or stored in long term memory. These experiences will be converted as memorable whenever the visitors or tourists recall or remember the experiences after visitation. Additionally, several researchers Larsen and Jenssen (2004); Ballantyne et al., (2011) and Wirtz et al., (2003) found the memorable experiences among tourists or visitors will be formed when an offered product or service connected to their

emotional or feelings such as happy, pleasant, sad, irritated, guilty, sociable or worried. These emotional feelings significantly influences the selection of the destination, expenses (spending amount), and activities conducted at chosen destinations and tourists satisfaction levels (Tung & Ritchie, 2011; Hochleitner & Makowski 2011; Servidio & Ruffolo, 2016). The tourists are high likely to recall and remember their experiences from previous destinations when it is positively affecting them (Pizam, 2010; Wirtz et al., 2003b). However, Kim (2010) claimed that it is not an easy process because not all experiences can be converted as memorable experiences. Therefore, Kim (2010) identified and tested the 17 constructs (relaxing, hedonic, freeing, refreshing, adverse feelings, sociable, happy, local culture, meaningfulness, knowledge, challenge, value, service, unexpected happenings, personal relevance, novelty-familiarity, participation, and planning) that plays an important role in developing memorable experiences. Unfortunately, Kim (2010) findings clearly only found seven constructs (*hedonism, local culture, novelty, refreshment, meaningfulness, involvement and knowledge*) to be positively associated to create memorable experiences among tourists. Further studies in recent year (Kim 2014; Mazlina et al., 2014) on destination attributes has been tested and recognised as an additional construct of MTEs (Kim, 2014; Mazlina et al., 2014). The 22 constructs of Memorable Ecotourism Experiences (MEEs) briefly discussed as below: (Kim, 2010; Kim 2014; Mazlina et al., 2014; Subramaniam et al., 2018).

Relaxing

Relaxation, rest or healing identified as one of the motivating force that encourage tourists to visit a destination or event (Leblanc, 2003). Jang and Wu (2006) found relaxation is one of the push factors that encourage tourists to visit a tourism destinations. Morgan and Xu (2009) further revealed relaxing under the sun on the beach significantly influencing the memorable experiences.

Hedonism

Hedonism defined as sensual pleasure such as fun, enjoyment, pleasure and fantasy that visitors desire for at tourism destinations (Trauer & Ryan, 2007; Woodside et al., 2008). Hedonism identified as an important component of tourists experiences and significantly influencing their satisfaction and repurchase intention (Tung & Ritchie, 2011; Dubman & Mattila, 2005; Mannell & Kleiber, 1997). Kim (2014) further added that the visitors mainly looking for pleasure or enjoyment (hedonism) when they 'consuming' the tourism products (experiences), compared to using other products.

Freeing

Free is known as learning through entertaining, fun, enjoyable, multi-sensory, effortless, discovery and freedom of choice is one of the important component of tourism experiences. The particular learning setting at tourism destinations (including museum, heritage site, zoo) and types of tourists involved also influencing the tourist experiences (Packer & Ballantyne, 2002, 2004; Falk & Dierking, 2000; Packer, 2006; Pearce & Foster, 2007).

Winkle and Lagay (2012) claimed that freedom to attend to specific details or information and freedom of time (flexibility) to participate in a particular activity also affects the tourists' experiences.

Refreshing

Refreshing or renewal of feelings usually happens when a person needs a temporary distance from his or her regular environment or routine and get a chance to think and plan for future from different perspectives (Turner & Ash, 1975). Kim (2010) found that refresh feelings passively influences people's feelings, memories and experiences to be converted as memorable.

Adverse feelings

Adverse feelings are known as the negative emotions or feelings (which happen due unexpected incidents) during visitation to/at tourism destinations. Tourists tend to develop adverse feelings such as angry, sad, frustration, disappointment or embarrassment due to unpredicted accidents and illness. Besides feelings, tourists' satisfaction level also can be affected (Staphit, 2013; Aziz, 1995). Kensinger and Schacter (2006) further indicated that the negative emotions have high possibility to be converted as negative memorable experiences since it is highly correlated with tourist experiences.

Sociable

Good social interaction with local communities or residents helps tourists to increase their knowledge and understanding of the local people (who are culturally different) and create memorable experiences (Kim & Ritchie, 2013). Morgan and Xu (2009) addressed that interaction with local people allowed tourists to build unique and memorable experiences. Richards (2011) stressed that besides knowledge, social interaction also helps to transfer the skills that needed to enhance the tourists' satisfaction and experiences.

Happy

The feeling of happiness highly correlated with the positive emotions and behavioural intention (Espinoza & Nique, 2003). Nietzsche (2016) defined happiness is something that human want feel or experience it through desire and having it. In the marketing field, the happiness is related to consumption of the products (DeLeire & Kalil, 2010). Studies claimed that people or tourists' happiness highly correlated with their satisfaction and experiences (Khamrag, 2013; Yang & Srinivasan, 2016).

Local culture

Local culture also plays an important role in creating memorable tourism experiences. Researchers Funk and Bruun (2006) and Sharpley and Sundaram (2005) found that experiencing local culture as an important motivation factor to encourage tourists to travel. Local culture allows tourists to engage with the local people, their lives and their living environments (Brown, 2005). Learning about the local culture as well as understanding their life, food and language significantly influences the memorable experiences (Tung & Ritchie, 2011; Chandralal & Valenzuela (2013).

Meaningfulness

Many people attempt to find meaning of their lives since it is essential to happiness and well-being (Baumeister & Vohs, 2002). Tourists usually desire for meaningful experiences

which meet physical, emotional and spiritual fulfilment, through travel and tourism activities (Callanan & Thomas, 2005). Globalisation and socialisation make a drastic change in tourists need or motivation to visit a tourism destination. For examples, those day tourists prefer to visit a destination for sightseeing, relaxing and socialising with family and friends. Nowadays, personal growth and self-development becomes main needs of tourists to choose and visit a destinations (Robinson & Novelli, 2005).

Knowledge

Knowledge of tourism destinations is referred to the people wishes to learn new things, develop new insights and skills through tourism experiences (Poria et al., 2006; Sharpley & Sundaram, 2005). Aho (2001) acknowledged that the knowledge is related to informative experiences, improve and enhance the knowledge and skills of tourists. Additionally, the intellectual development also identified as most significant influencer of memorable tourism experiences. Tung and Ritchie (2011) found that tourism experiences comes together with new knowledge or skills are more memorable compared to without it.

Challenge

Unexpected difficulties and challenges happened due to negative surprises and events at tourism destinations. Tourists have tendency to face physical, emotional or spiritual challenges at the tourism destinations. Farber and Hall (2007) indicated that the nature of tourism setting and wildlife highly contributed to the physical challenges. Horvath claimed that the tourists physically challenged when it is related to their five sensory experiences (where all the five senses take an active role in the absorption of new impulses). Similarly, Oh and Schuett (2010) found activities such as driving, hiking, hunting, fishing, boating and watching wildlife to be physically challenging tourists. Meanwhile, tourists are emotionally challenged when they are challenged based on their expectations. Horvath indicated that most of the positive experiences happen when the advertisements meet customers' expectations and easily can be converted as memorable experiences.

Value

The cost (what the consumers' spends) and rewards (the benefit the consumers' anticipate or gain) positively influences the customers satisfaction and experience. Same goes within the tourism field. Tourists satisfaction and experiences are related to the equation of the benefits they received (feelings, enjoyments) and the cost (amount or value spends based on time, money and efforts for the travel) (Oliver & Swan, 1989; Heskett et al., 1997).

Service

The consumer experiences is not only related to tangible items but also referred to the total combination of goods, services and the environment that is purchased or experienced (Lewis & Chambers, 2000). Haghkhan et al., (2016) found that the service dimensions such as quality of accessibility, accommodation, venue and its component significantly and positively affecting the tourists satisfaction, revisit intention and the development of tourism industry in a region. Similarly,

Latiff and Imm (2015) addressed that the accommodation, service quality, hospitality, transportation and entertainment at tourism destinations significantly influences their satisfaction, revisit intention and recommendations to others.

Unexpected happenings

Surprise, novel and unexpected circumstances have been acknowledged as one of the factors that make an experience extraordinary (Farber & Hall, 2007). Tung and Ritchie (2011) found the positive feelings, experiences and unexpected surprises that a tourist gained at the tourism destination can be more memorable. Meanwhile, Horvath indicated that the memorable experiences can be created through unforeseen, unexpected events and happenings. Surprise and unexpected event or happening that exceeds visitor's expectation, to be unique and distinguishes their experiences from others.

Stimulating

Stimulating is known as a process of encouraging or arousing interest or enthusiasm. In tourism perspective, the destinations' attractions were recognised as stimulation that motivate the tourists to travel and visit a destination (Holloway et al., 2009). Tukamushaba et al., (2015) demonstrated that tourism products or services which designed to have the ability to stimulate the tourists' thoughts and senses which helps to achieve a high level of satisfaction and create memorable experiences.

Novelty –familiarity

A novelty which derived from various culture, food and accommodation also influences the tourism experiences to become memorable. Pearce (1987) highlighted that the travelers high likely to choose destinations in which consists different culture and lifestyles to satisfy their needs and desire to experience something new that cannot be seen or experienced at their home countries. It is supported by Dunman & Mattila (2005) and Farber & Hall (2007), who also found novelty as an essential motivator to travelers and significantly influences the tourists' experiences. Chandralal and Valenzuela (2013) asserts that novelty significantly affects MTEs.

Involvement

Involvement of the tourist is known as a fundamental to the existence of the site (Woodside 2008). Kim (2010) found that a tourist's ability to recollect and retrieve the past experiences vividly (in long term memory). This is when someone has a high level of involvement with good travel experiences. It means that the more an individual involved in the activities at the tourism destinations, they have the ability to remember and recollect the past experiences. Therefore, these memories easily can be converted as memorable experiences. Kim (2009) further added that involvement and feelings from both sides of the spectrum strongly needed for a motive of a person to react more strongly to both good and bad purchasing behaviours.

Participation

Participation in tourism relates to involvement in various tourism activities and service exchange relationship (Mossberg, 2007; Brunner-Sperdin & Peters, 2009). In tourism perspectives, the visitation to tourism destinations and attraction involves the participation in entertainment focused and learning based activities (Edensor, 2000). The active participation of tourists through physical, emotional

and mental engagement able to strengthen the personal/collective identity and enhance the personal skills and tourism experiences (Bertella, 2014; Lugosi & Walls, 2013).

Planning

Planning is essential to meet the various demand of customers in the tourism industry and to increase the number of visitors (Hall, 1998). Curta (2012) defined planning as the process of carrying out an analysis that divided the objectives into steps and how these steps will be implemented while considering the results and consequences of the steps. Similarly, tourism planning helps to open-up additional new hotels, improvement on the transportation access, organizing of tourism promotional campaigns while minimising the negative impacts. Choi et al. (2012) claimed that the travel planning is essential to make the tourists continuously progress and actively looking for alternatives in a flexible way.

Destination Attributes

Destination attributes which includes beautiful landscape, cultural exchange, infrastructure, variety of activities, shopping opportunities influences the tourist's destination choice and their experiences (Kim, 2014; Hallab et al., 2012; Chi & Qu, 2008). Ozdemir et al. (2012) stressed further that the performance of these destination attributes highly correlated with visitors' satisfaction and influences their future behaviour of revisits and spread positive words of mouth.

Nature

Nature plays an important role in influencing tourist satisfaction and experiences. Farber and Hall (2007) asserts that the nature is related to beautiful scenery, seeing a glacier, wildlife and highly contributed to the extraordinary experiences. Tourists who visit nature of tourism destination, high likely to be connected to environmental issues and educational message ((Wight, 2001). Tourists are satisfied with their experiences when it is related with educational message and pro-environmental behaviour (Ballantyne & Parker, 2011).

Education awareness

Education awareness has been recognised as one of the important factors in sustaining the ecotourism industry. Beaumont (2001) supported that education component helps to raise awareness, understanding the natural environments, promoting pro-environments behaviour through indirectly affecting the tourists' satisfaction and experiences. The educational programmes focused on reinforcing the visitors' behaviour (to be more pro-environmental behaviour) through signage, interpretation, dramatic role-plays and behind the scene tours that enhances the tourists' experiences to be memorable (Smith et al., 2008; Mayes & Richins, 2009; Weiler & Smith, 2009).

Destination Loyalty

In tourism context, destination loyalty has been identified through repeated visitations and recommendations to others such as friends and relatives (Chen & Tsai, 2007; Chen & Chen, 2010;

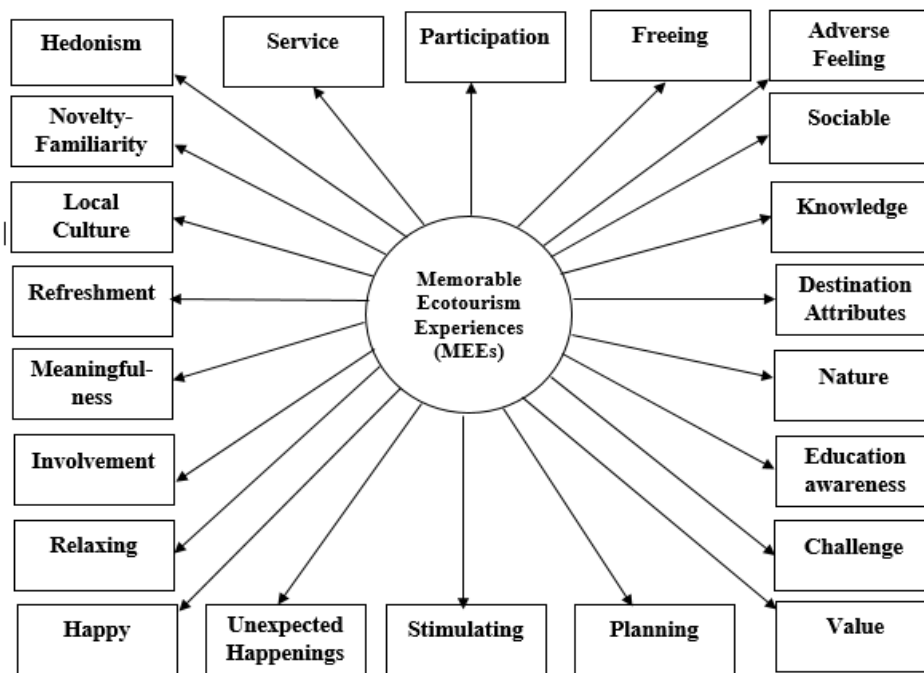
Pike, 2010; Yoon & Uysal, 2005; Prayag & Ryan, 2012; Chi & Qu, 2008; Chi, 2011). Alegre and Juaneda (2006) claimed that the marketers are attracted to revisit and repeated purchase initiatives because it is cheaper compared to identifying and recruiting new customers. Tourists' satisfaction, travel motivation, tolerance towards premium price, willingness to pay higher price, past experiences and memories were identified as factors influencing the destination loyalty (Chi & Qu, 2008; Bayrak, 2011, Lee & Hsu, 2011; Cole & Crompton, 2003; Kim et al., 2004; Um et al., 2006; O'Mahony et al., 2006; Tung & Ritchie, 2011).

Based on the extensive review of the existing literature to achieve the objectives of the study, a research framework is developed as in Figure 1.

III. Research Methodology

This study was conducted in April 2018 across respondents who visited Taman Negara through Kuala Tahan entrance. A total of 40 local and international tourists were surveyed. Kuala Tahan was selected as the site of study due to its popularity among tourists in comparison to other access points to the national park (FDPM, 2009). Simple random sampling technique was used in this study to collect the preliminary data. All visitors (including local and international) had an equal opportunity to participate in this study. A set of questionnaire was developed based on the 22 constructs using a five likert scale. The data collected was analysed using SPSS- reliability test to understand the level of judgments from the respondents regarding MTEs.

Figure 1 : Proposed MEEs framework



Source : Self developed based on the extensive literature review

IV. Findings & Discussion

This section of the paper discusses the findings of the research according to the two research objectives; to identify the constructs that influences the memorable ecotourism experiences in Taman Negara, Pahang Malaysia and propose a model of Memorable Ecotourism Experiences. Prior to the discussion, a brief description of the demographics related to the sample used in the study is given. A total of 40 questionnaires were distributed among the visitors of Taman Negara, comprising of both local and international tourists. The demographics of the selected samples are shown in Table 1.

TABLE 1: Gender Distribution of Samples

	Frequency	Percent
Male	20	50
Female	20	50
Total	40	100

The findings indicate that a total of 50% (20) were males and 50% (20) were females.

Since past literature clearly addressed that nationality and educational background play a significant influences on creation of memorable tourism experiences, the researcher sought to find this background information through the questionnaire. Hence Table 2 and 3 show the findings.

TABLE 2 : Nationality of Samples

	Frequency	Percent
Malaysian	9	22.5
Non-Malaysian	31	77.5
Total	40	100

The findings revealed that most of the selected respondents were non-Malaysian (77.5%) which came from several countries such as France, Dutch, Syria, Holland, Singapore Belgian, Czech Republic, British, Italy, Spain, Croatian, India and so on.

TABLE 3: Educational Background of the Sample

	Frequency	Percent
Secondary	6	15.0
Diploma/ A level	7	17.5
Bachelor Degree	12	30.0
Master/ PhD	13	32.5
Others	2	5.0
Total	40	100

As shown in Table 3, 32.5% of selected respondents are Master and PhD holders, 30% are Degree holders, 17.5 % are Diploma and A level holders and 15% are from secondary level.

A. Constructs of Memorable Ecotourism Experiences.

The reliability analysis was conducted to test the reliability and intend consistency of each the 22 constructs used. The Cronbach's alpha reliability coefficient ranged between 0 and 1. The closer Cronbach's alpha coefficient to 1.0 the greater the internal consistency of the items in the scale (Gliem & Gliem, 2003). George and Mallery (2003) provided the following rule of thumb: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”. Table 4 shows the result of reliability test for each of the twenty- two constructs of the study.

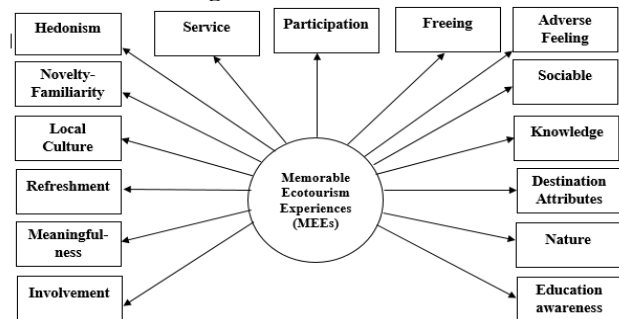
The findings indicated only 15 out of the 22 constructs (hedonic, freeing, refreshing, adverse feelings, sociable, local culture, meaningfulness, knowledge, service, novelty-familiarity, involvement, participation, destination attributes, nature and educational awareness) were significantly reliable to influence the Memorable Ecotourism Experiences. Even though Kim (2010) and the following researchers only found 8 constructs such as hedonic, refreshing, meaningfulness, knowledge, local culture novelty-familiarity, involvement and destination attributes significantly affects the creation of Memorable Tourism Experiences (MTEs), but this study clearly revealed that other 7 constructs also can influences MTEs when it is applied at ecotourism sector in Malaysia. Additionally, Li (2016) found the visitors who have fun, enjoyed and felt the freedom values at nature based tourism destination show positive behavioural intentions (including revisit intentions and spread positive word of mouth). Similarly, Dief and Font (2010) found tourists are seeking more eco-friendly hotels at tourism destinations as a result of more awareness and regulations on nature and eco-friendly environment.

Based on the review of the literature and preliminary findings a new MEEs model is proposed as showed in Figure 2.

TABLE 4 : Reliability Test

Exogenous	Constructs	Cronbach' Alpha value
Memorable Ecotourism Experiences	Relaxing	0.47
	Hedonic	0.92
	Freeing	0.73
	Refreshing	0.90
	Adverse Feeling	0.93
	Sociable	0.91
	Happy	-0.56

Local culture	0.77
Meaningfulness	0.87
Knowledge	0.83
Challenge	0.58
Value	0.51
Service	0.87
Unexpected Happenings	0.63
Stimulating	-0.52
Novelty-Familiarity	0.80
Involvement	0.86
Participation	0.81
Planning	0.57
Destination Attributes	0.85
Education Awareness	0.89
Nature	0.72

Figure 2. MEEs Model


Source: Self proposed based on the review of the literature and preliminary findings

V. CONCLUSION

Based on aforementioned findings, it can be concluded that the preliminary finding of fersmeaningful insights into ecotourism sector especially in Taman Negara, Pahang, Malaysia to have a comprehensive understanding on which of the constructs are significantly influencing the memorable ecotourism experiences among local and international tourists. Therefore, the study highlighted that 15 out of the 22 (proposed constructs) influences the creation of MEEs. Despite Kim (2010; 2014), the present study highlighted that service, participation, freeing, adverse feeling, socialisation, nature and education awareness significantly contributes to memorable experiences when the study applied within the ecotourism sector. As a conclusion, notwithstanding significant insights the present study has its limitations inherented for instance the sample size is limited to the perceptions of 40 visitors of Taman Negara in April, 2018. Secondly, lack of secondary data: especially on constructs of MEEs. It is suggested for future research to be conducted by testing all the proposed 22 constructs in different ecotourism sectors such as nature, marine, boating and heritage. Also, the MEEs model should be applied with larger population and in a variety of tourism sector.

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AUTHORS PROFILE

1. **Thanam Subramaniam** is working as Institute of Tropical Forestry and Forest Products (INTROP), University Putra Malaysia.
2. **Zaiton Samdin** is working as Faculty of Economic and Management University Putra Malaysia.
3. **Sridar Ramachandran** is working as Institute of Agricultural and Food Policy Studies University Putra Malaysia.
4. **Puvaneswaran Kunasekaran** is working in School of Hospitality, Tourism and Events, Taylor's University Malaysia.