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Motivation, Perceptions, and Preferences of Tourists Visiting National Parks on the Java and Sulawesi Islands

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Abstract

Understanding tourist motivation, perception, and preferences is critical for designing effective tourism strategies in national parks. This study examines the relationship between ecological factors and the motivations, perceptions, and preferences of domestic tourists visiting national parks in Java and Sulawesi, Indonesia. Data were collected from 358 respondents via an online survey over four months and analyzed using chi-square and General Linear Model tests to assess socio-demographic differences. The main motivation for visiting national parks in Java was "attractive natural panoramas", while in Sulawesi, it was the "diversity of fauna". Tourists in Java exhibited stronger cognitive perceptions due to informative signage, whereas Sulawesi visitors appreciated the "natural appearance of facilities". Affective perceptions were consistent across both islands, driven by enjoyment, while conative perceptions were linked to intentions to revisit for wildlife observation. Activity preferences varied, with Java tourists favoring natural panoramas and Sulawesi visitors prioritizing wildlife observation. The length of visit was the only socio-demographic variable significantly related to motivations, perceptions, and preferences. These findings highlight the varying ecological priorities of tourists in Java and Sulawesi, with implications for targeted management and conservation strategies in national parks.

Keywords: domestic tourism, national park, tourist motivation, tourist preference

1. Introduction

In Indonesia, a national park is defined as a natural conservation area that has a native ecosystem, managed with a zoning system that can be used for research, education, cultivation support, tourism, and recreational purposes, as explained in Indonesia's Law Number 5 of 1990 concerning the conservation of living natural resources and ecosystems. To enhance tourism development in national parks, it is essential to consider the impact of ecotourism on the economic, social, and ecological aspects of park management.

Ecotourism can positively impact the income of both the national parks and the local community and can function to increase public awareness of the importance of preserving the environment [1]. According to Setiawan et al. [2], ecotourism should not be seen only in terms of economic benefits. However, attention needs to be paid to disaster risk management and climate change, so that people are aware of the sustainability of natural resources. At its core, the concept of ecotourism has been developed to provide a fair and balanced solution for conservation and recreational activities in national parks [3].

When properly implemented, ecotourism can sustain local tourism by ensuring the protection of natural resources, providing financial support for national park management, and bolstering relationships with the local community by creating economic opportunities. Socio-demographic data, motivations, perceptions, and preferences of tourists can be used to develop promotional and marketing strategies for developing ecotourism attractions to attract domestic tourists [4–6].

An understanding of the socio-demographic background of domestic tourists is crucial for identifying the target market for advertisement and promotion of the national park [6]. In addition to socio-demographic characteristics, when managing tourism sites, it is necessary

to pay attention to the initial purpose of the tourists visiting tourist destinations [7]. According to Priyanto [4], stakeholders should consider the personal motivations, perceptions and behaviours of tourists when developing promotional materials.

A person's motivation is the goal-oriented desire to do something, which is often influenced by specific conditions and personal preferences [8]. The motivation behind tourists' choices when choosing to visit a national park tourist is the basis for why tourists travel [9]. When choosing a destination, tourists tend to classify their choices based on multiple criteria related to push factors such as environment, relaxation, adventure, and personal, which arouse the desire to change behaviour and pull factors such as expectation, attribute, security, management, and justice that attract interest in choosing a destination [10].

Tourists tend to choose destinations with images that match their self-concept. Therefore, visitors experience the characteristics of a tourist destination and develop perceptions to evaluate their visiting activities [11,12]. Tourist perceptions are substantial because they influence the image and marketing success of tourist destinations, where three dimensions form destination images that are important for tourism marketing such as cognitive, affective, and conative [13,14]. If a destination can identify and satisfy the needs and wants of tourists, these tourists will probably make repeat visits and spread positive word of mouth publicity [15].

Given that these perceptions shape preferences, tourists experience what they have experienced after visiting a national park. Direct experience influences a person's preferences and fosters interest in things one likes [16]. Tourist preferences are the tendency to decide about what tourists like [17]. When tourist preferences are known, they can serve as a reference for management to create management strategies to develop tourist destinations [18] [18] and sustainable tourism strategies [19]. Tourist preferences are essential for tourism development actors to know [17]; therefore, planning sustainable tourism management requires relevant and consistent information regarding decisions to visit tourist destinations, especially protected areas [20].

In managing tourism growth, attention should be paid to tourists and the environment of the tourist destination [21], but this does not mean that changes cannot be made to maintain sustainable tourism; it just requires a strategic approach so that the sustainability of tourism and recreation can be guaranteed [22,23]. To achieve ecotourism sustainability for national parks, it is necessary to ensure that promotional and marketing strategies are planned that are right on target, especially in the context of sustainable ecological tourism [24].

The main objective of this study is to identify the socio-demographic characteristics of tourists visiting national parks and analyzed their motivations, perceptions, and preferences towards ecological sustainability in national parks. In addition, this study aims to examine the relationship between socio-demographics and variables such as tourist motivations, perceptions, and preferences, with a particular focus on how these factors influence interest in wildlife. This information will contribute to improving ecotourism efforts and promoting ecological sustainability in national parks.

2. Materials and Methods

2.1. Research Area

This research focused on 14 terrestrial national parks located in Indonesia; 10 national parks on the Java Island and four national parks on the Sulawesi Island (Table 1). Java Island is densely populated and serves as the economic centre of Indonesia. The largest contributor Gross Domestic Product for support the economic in Indonesia is Java Island with 59.00% of the national total, making it the highest among all islands in the country [25]. In contrast, the Sulawesi Island is distinguished by its rich biodiversity with a high level of endemism of flora and fauna, which sets it apart from other large islands in Indonesia. Java has an area of 126,700 ha, while Sulawesi has a larger area of 174,600 ha.

Table 1. National parks located in Java and Sulawesi included in this research.

| Island	Province	National parks
Java	West Java	Mount Halimun Salak
		Mount Gede Pangrango
		Mount Ciremai
	Banten	Ujung Kulon
	Central Java	Mount Merapi
		Mount Merbabu
	East Java	Alas Purwo
		Bromo Tengger Semeru
		Baluran
		Meru Betiri
Sulawesi	South Sulawesi	Bantimurung
	North Sulawesi	Bogani Nani Wartabone
	Central Sulawesi	Lore Lindu
	Southeast Sulawesi	Rawa Aopa
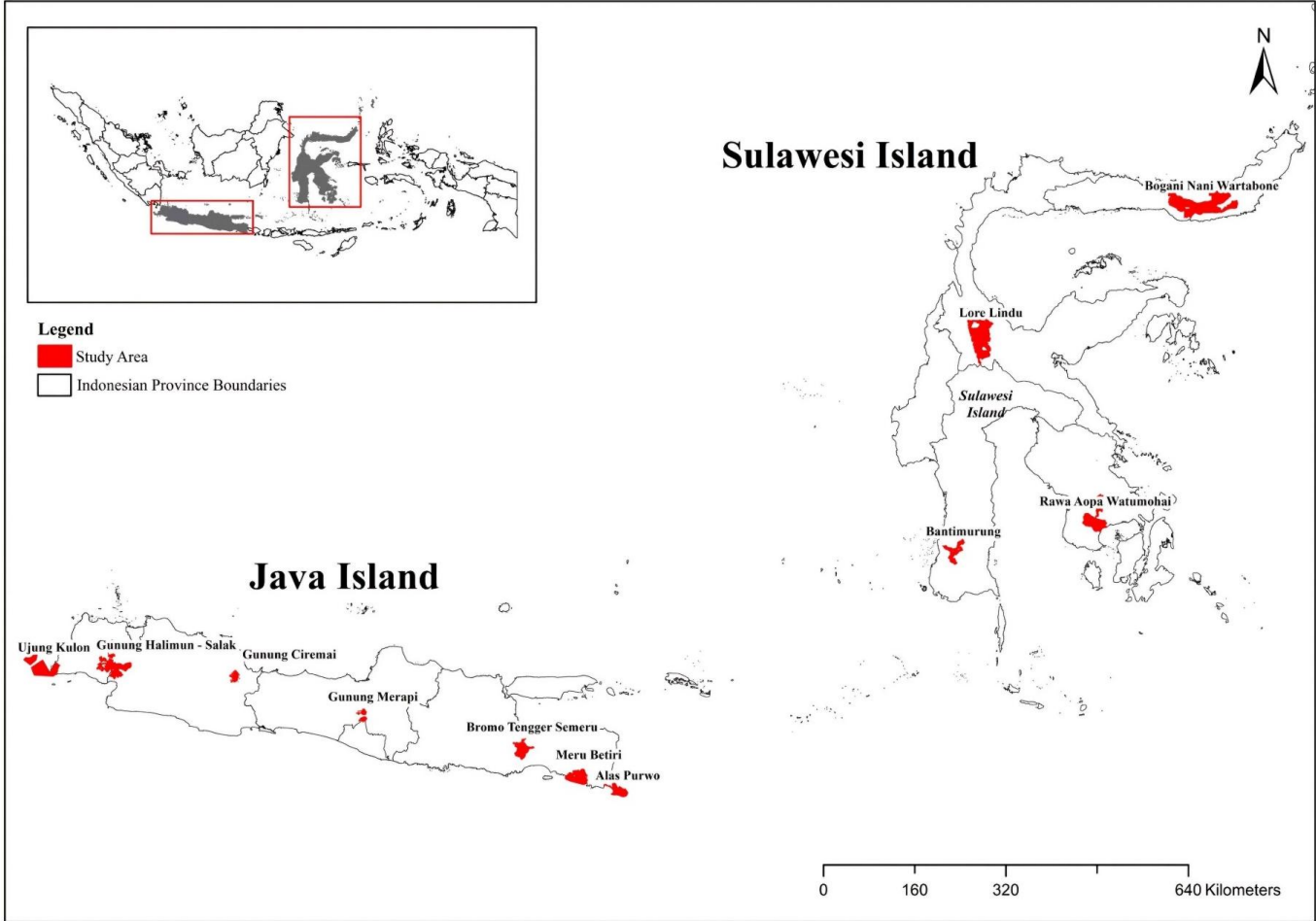
Figure 1. Distribution of terrestrial national parks on the Java and Sulawesi Island, Indonesia.

2.2. Data Collection

We conducted an online survey between June and September 2022 in the form of a closed-question Google Form written in Bahasa, Indonesia, distributed to Indonesian nationals across various online platforms such as WhatsApp, Facebook, Instagram, Telegram, and X (formerly Twitter). The selection criteria for respondents included being at least 18 years old and having visited terrestrial national parks on the Java or Sulawesi Island within the past five

years; if the criteria were not met, respondents were not able to submit the form. The survey included options for each national park on the Java and Sulawesi Islands, allowing respondents to select any parks they had visited, as well as the option indicating "none of the above" (selecting "none of the above" closed the form before submission).

Survey statements were formulated to document the demographics of the respondents, their motivations for visiting national parks, their perceptions of Indonesian national parks, and their preferences when choosing a national park to visit. Each aspect–motivation, perception and preference, was divided into statements that respondents were asked to rate how much they agree or disagree with, on a scale of strongly agree to strongly disagree. A minimum sample size of 271 respondents was determined by using the Sample Size Calculator [26] with a confidence level of 90% and a margin of error of 5%. The population size used to calculate the minimum sample size was the number of visitors in 2019 on the Java and Sulawesi Islands, amounting to 2,530,430 tourists.

2.3. Tourist Motivation

Tourist motivation was divided into push factors and pull factors i.e. reasons they chose to visit the national park, in line with the research of Said and Maryono [10], Bansal and Eiselt [27], and Drápela et al. [28]. Push factors were categorized into five statements regarding personal desire such as escape, relaxation, social interaction, new experience, and goal realization. Pull factors were categorized into five statements regarding the characteristics of the national park: tour information, activity package, interpretation boar, shopping center, infrastructure, and endemic wildlife.

2.3.1. Tourist perceptions

Tourist perceptions were divided into cognitive, affective, and conative perceptions (Table 2). The cognitive perception statements were modified from research by Ahmad [23] and categorised into six statements. The affective perception statements were modified from Kim and Yoon [29] and consisted of four statements. The conative perception statements were modified from Agapito et al. [30] and categorized into five statements.

Table 2. Statements used to measure cognitive, affective and conative perception of respondents.

Perception type	Corresponding statements
Cognitive	Tour information was easily available online.
	The national park offers a variety of tourist activity packages.
	Park information boards provide necessary information about visiting the national park.
	The area surrounding the national park offers opportunities for shopping.
	The infrastructure in the national park looks natural.
	The national park features endemic wildlife.
Affective	I enjoyed visiting the national park.
	I felt happy visiting the national park.
	This was a new experience for me.
	I am more aware of wildlife after visiting this national park.
Conative	I would recommend visiting the national park for its wildlife diversity.
	I would revisit the national park to encounter wildlife I haven't seen yet.
	I would revisit the national park to enjoy nature.
	I would revisit the national park for other tourist activities.
	I would revisit other areas within the national park.

2.3.2. Tourist preferences

Tourist preferences for wildlife types were categorised into five groups: mammals, birds, reptiles, amphibians, and arthropods. Tourist activity preferences were based on available activities in national parks which in turn were categorised into 10 categories; wildlife watching, caving, camping, cultural and historical heritage immersion, educational tourism, visiting hot springs, hiking, taking in natural scenery, mountaineering, and visiting waterfalls.

2.4. Data Analysis

Statistical data analysis was carried out using RStudio v 4.2.2 [31]. A chi-square test, with a significance threshold of P < 0.05, was used to identify differences in the socio-demographic characteristics of tourists visiting national parks on Java Island compared to those visiting national parks in Sulawesi. Quantitative descriptive analysis of motivation, perception, and preference data was presented using graphs, tables, and diagrams [32]. The data taken was ordinal (stratified without scores) so that neutral choices were eliminated [33]. The response scale used in the survey consisted of four options: 1 = strongly agree, 2 = agree, 3 = disagree, and 4 = strongly disagree. A general linear model test was applied to examine the relationship between tourists' socio-demographics and their motivations, perceptions, and preferences, with the aim of detecting differences between the measured variables.

3. Results

3.1. Socio-demographics of Tourist

A total of 356 survey responses were collected. The respondents reported residing in the following regions: Bali (n = 2), Kalimantan (Indonesian Borneo) (n = 1), Sumatra (n = 16), Sulawesi (n = 102), Java (n = 219), and the Nusa Tenggara Islands (n = 16). This research found that in terms of gender, visitors to national parks in Java and Sulawesi tend to be balanced. Table 3 shows there was no significant difference found in the gender distribution of visitors to national parks in Java and Sulawesi, X^2 = 0.19708, p = 0.66. A significant difference was found between marital status and tourists visiting national parks in Java and Sulawesi, X^2 = 36.08, p < 0.05.

Table 3 shows that single tourists are more likely to visit national parks than married tourists in Java (78.6%) and in Sulawesi (57.8%). Also, in Table 3, it is shown that the level of education has a significant difference between the tourists visiting national parks in Java and Sulawesi, Java was shown to have a higher percentage of visitors with higher education levels X^2 = 404.92, p < 0.05. The percentage of visitors have not worked (students, fresh graduate, and unemployed) to national parks in Java (42.18%) is higher than Sulawesi (20.48%).

The result shows a significant difference between occupation and tourists visiting National Parks in Java and Sulawesi, with the result shown in Table 3 is X^2 = 70.851, p < 0.05. The highest percentage of income for tourists on the Java Island is that they have no income (35.27%), while in Sulawesi, they have an income of > IDR 4 million (40.96%). Results show that X^2 = 334.7, p < 0.05 indicates a significant difference between the amount of income and tourists visiting National Parks in Java and Sulawesi. The percentage of the period of stay between both areas is similar, less than one day. The result shows a significant difference between the period of stay and tourists visiting national parks in Java and Sulawesi.

Table 3. The socio-demography of tourists visiting national parks in Java and Sulawesi.

Variable	Response	Java	Sulawesi	Chi-square result
		%		
Gender	Men	46.55	51.81	$X2(2, N = 358) = 0.19708, p > 0.05$
	Women	53.45	48.19	
Marital status	Not married	78.55	57.83	$X2(2, N = 358) = 36.08, p < 0.05$
	Married	21.45	42.17	
Level of education	Elementary	0.36	0.00	$X2(2, N = 358) = 404.92, p < 0.05$
	Junior high school	0.00	1.20	
	Senior high school	32.72	34.94	
	Diploma	8.00	8.43	
	Bachelor	50.55	48.19	
	Master	8.00	7.23	
	Doctor	0.36	0.00	
	Unemployed	42.18	20.48	
	Housewife	2.18	3.61	
	Civil servant	8.36	24.10	
Occupation	Privat employee	25.82	21.69	$X2(2, N = 358) = 70.851, p < 0.05$
	Contract worker	4.36	8.43	
	Freelancer	5.09	2.40	
	Self employed	11.64	19.27	
	No income	35.27	22.89	
	< IDR 1 million	7.64	6.02	
Amount of income	IDR 1–2 million	10.91	3.61	$X2(2, N = 358) = 334.7, p < 0.05$
	IDR 2–3 million	7.27	8.43	
	IDR 3–4 million	7.64	18.07	
	> IDR 4 million	31.27	40.96	
	< 1 day	33.45	37.35	
	1 day	15.64	24.10	
Period of stay in national parks	2 days	12.00	14.46	$X2(2, N = 358) = 47.896, p < 0.05$
	3 days	18.55	8.43	
	4 days	16.00	4.82	
	> 4 days	4.36	10.84	

3.2. Tourist Motivation

3.2.1. Push factors

The analysis found significant differences in the motivational push factor of tourists who visited national parks on Java and Sulawesi Islands, with a chi-square result of $X^2 = 84.228$, $p < 0.05$. Figure 2 presents motivational push factors for tourists on Java and Sulawesi. On Java, 76% strongly agree that "spending time with friends and family" is the top motivator, followed by 23% agreeing, and only 1% disagreeing. The least motivating factor was "realizing goals such as research", with 29% of respondents strongly agreeing, 49% agreeing, and 22% disagreeing. In Sulawesi, "seeking new experiences" ranked highest (59% strongly agree, 36% agree, 4% disagree, 1% strongly disagree), while "spending time with friends and family" had the lowest percentage (41% strongly agree, 47% agree, 11% disagree, 1% strongly disagree).
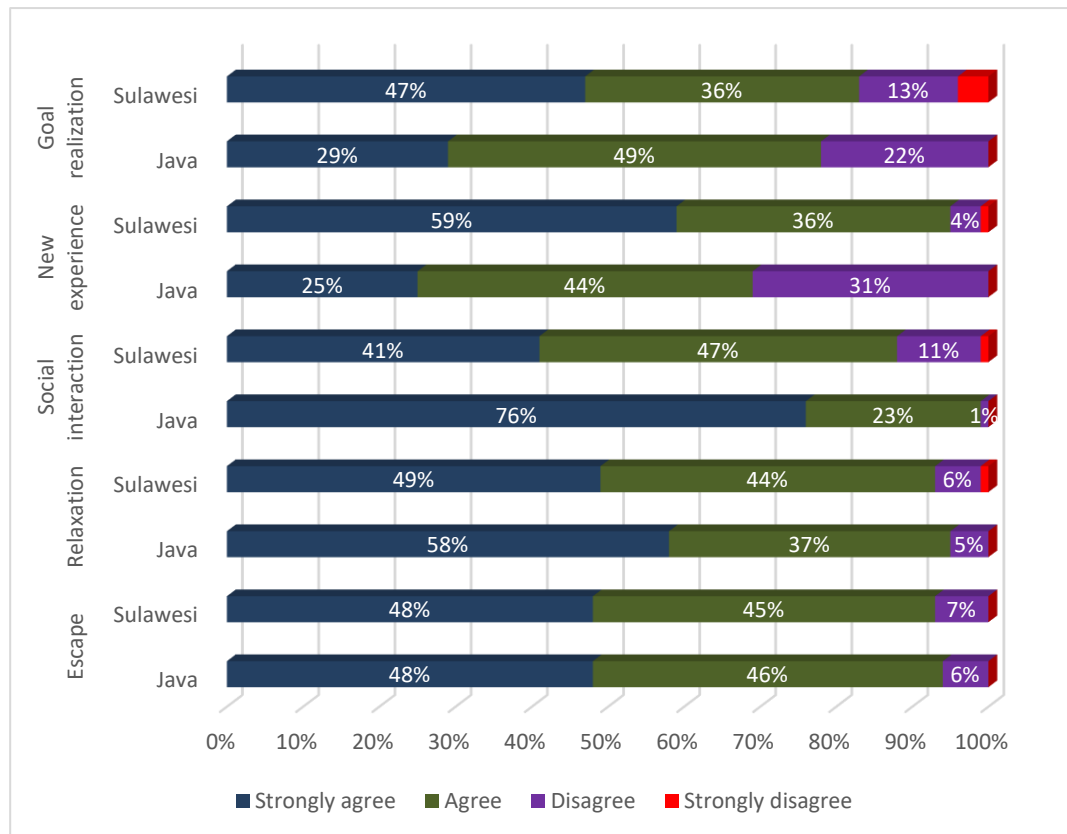
Figure 2. Motivational push factors for tourists visiting national parks in Java and Sulawesi.

3.2.2. Pull factors

The research identified significant differences in motivational factors attracting tourists to national parks on Java and Sulawesi, with results $X^2 = 4,566.9$, $p < 0.05$. Figure 3 shows that the top pull factor on Java was "interesting natural scenery" with 76% strongly agreeing, 23% agreeing, 1% disagreeing and 0% strongly disagree". On Sulawesi, the primary pull factor was "attractive faunal diversity", with 62% strongly agreeing, 37% agreeing, and 1% disagreeing. The lowest-ranked pull factor on both islands was "good facilities" located at national parks.
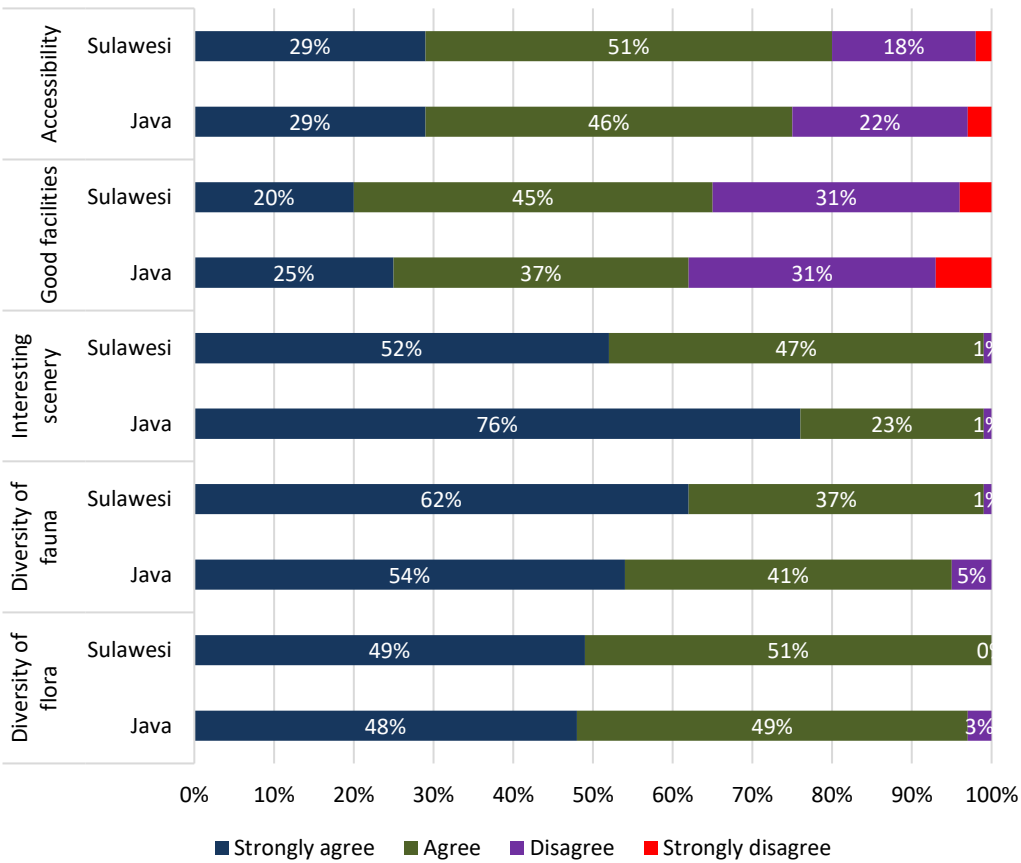
Figure 3. Motivational pull factors for tourists visiting national parks in Java and Sulawesi.

3.3. Tourist Perceptions

3.3.1. Cognitive perceptions

Significant differences in cognitive perception were observed between visitors to national parks in Java and Sulawesi, with results X^2 = 279.72, $p < 0.05$. In Java, the most highly rated perception was that "information boards provide the information needed on the route," with responses of 37% strongly agree, 51% agree, 11% disagree, and 1% strongly disagree (Figure 4). In contrast, in Sulawesi, the highest cognitive perception was "the infrastructure in the national park looks natural," with responses of 42% strongly agree, 51% agree, 6% disagree, and 1% strongly disagree (Figure 4). Across both islands, the lowest rated perception was "the location of the national park offers opportunities for shopping".
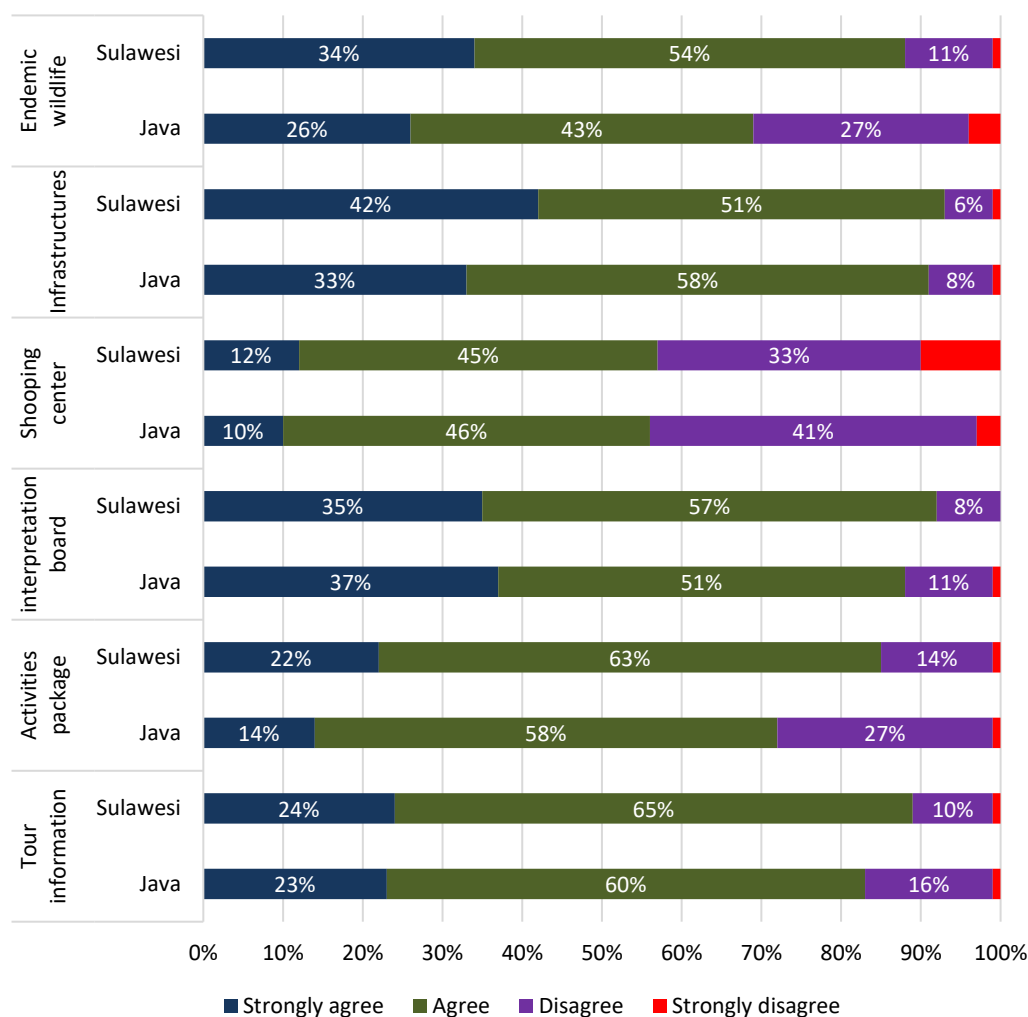
Figure 4. Cognitive perception of tourists visited national parks in Java and Sulawesi.

3.3.2. Affective perceptions

The affective perception data highlights that tourists visiting national parks in both Java and Sulawesi share a common perception that they are "happy visiting the national park" (Java 71%; Sulawesi 64%) (Figure 5). However, the chi-square test reveals a statistically significant difference in affective perception between the two groups, $X^2 = 545.58$, $p < 0.05$. This significance likely reflects differences in how strongly tourists from each location expressed their positive perceptions, as seen in the rankings of "strongly agree" responses. There are two categories with the highest percentage scores for tourists on the Java Island, namely "I enjoyed visiting the national park" and "I felt happy visiting the national park" (Figure 5).

Happy tourists mean that they get the joy from visiting the national park and tourists enjoy the visit means that their expectations are align with the experience. Each category had several choices of strongly agree (71%), agree (29%), and no one chose to disagree or strongly disagree. The affective perception of respondents who visited national parks in Sulawesi in the highest position was "I enjoyed visiting the national park", with the number of choices strongly agree (64%), agree (35%), disagree (1%), and no one chose strongly disagree (Figure 5). The lowest reported response was "visiting national parks makes tourists pay more attention to wildlife" for both Java and Sulawesi.
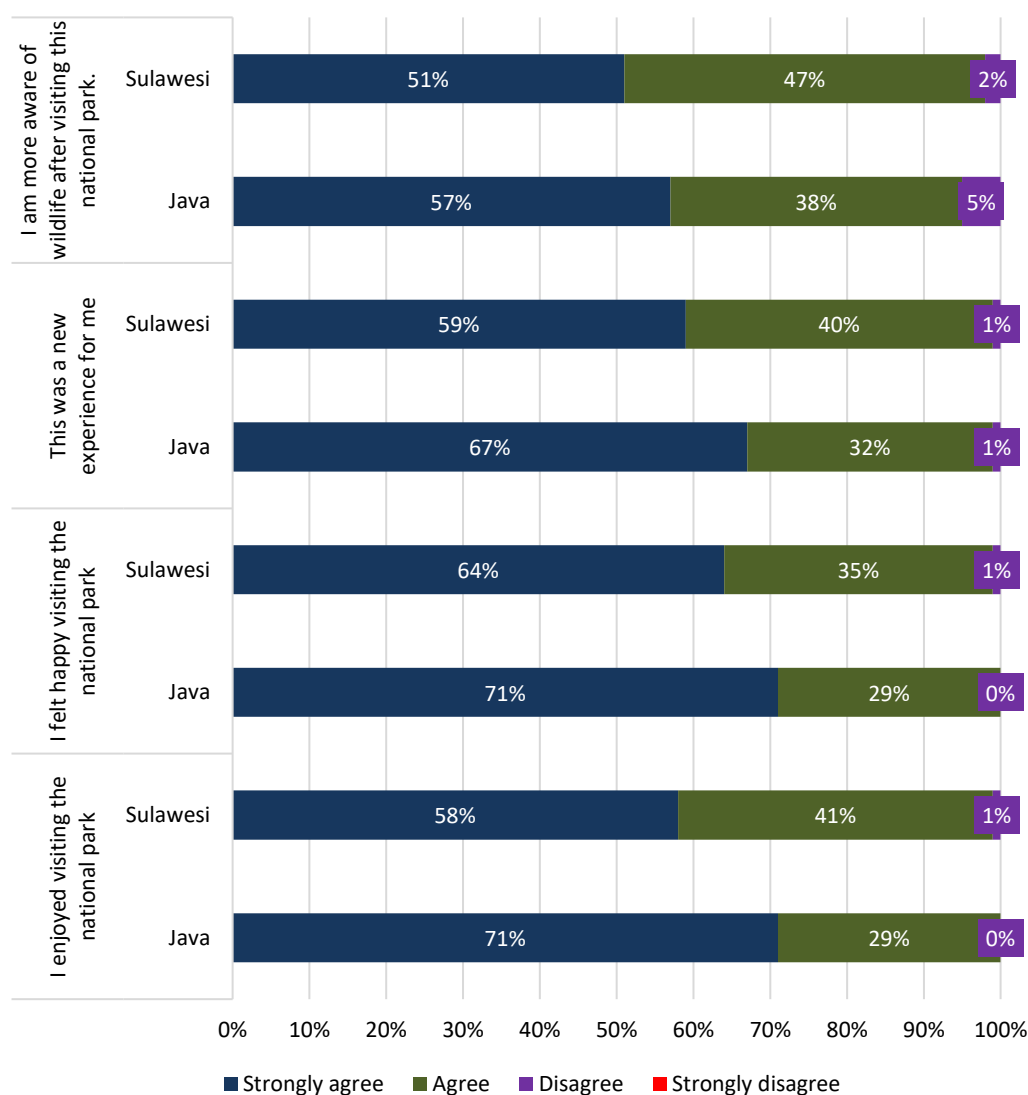
Figure 5. Affective perception tourists visited national parks in Java and Sulawesi.

3.3.3. Conative perceptions

The conative perception of tourists visiting national parks on the Java and Sulawesi Islands is primarily characterized by agreement with the statement "tourists would revisit the national park to enjoy the authenticity of the wildlife habitat", as shown in Figure 6. The chi-square test result of X^2 = 545.58, p < 0.05 showed significant differences in conative perceptions between tourists on the Java and Sulawesi Islands. Though the percentage of respondents who strongly agree was the same, a significant difference can be found in the other response options, ranging from strongly agree to strongly disagree among tourists visiting national parks in Java and Sulawesi. The results showed that the highest position in the perception of tourists in Java is "I would revisit national park to see wildlife", with a percentage of choices of strongly agree (57%), agree (37%), disagree (2%), and strongly disagree (0%) (Figure 6). The highest position in the conative perception of tourists in Sulawesi is "I would revisit national park to see wildlife", with choices of strongly agree (57%), agree (42%), disagree (0%), and strongly disagree (1%) (Figure 6).
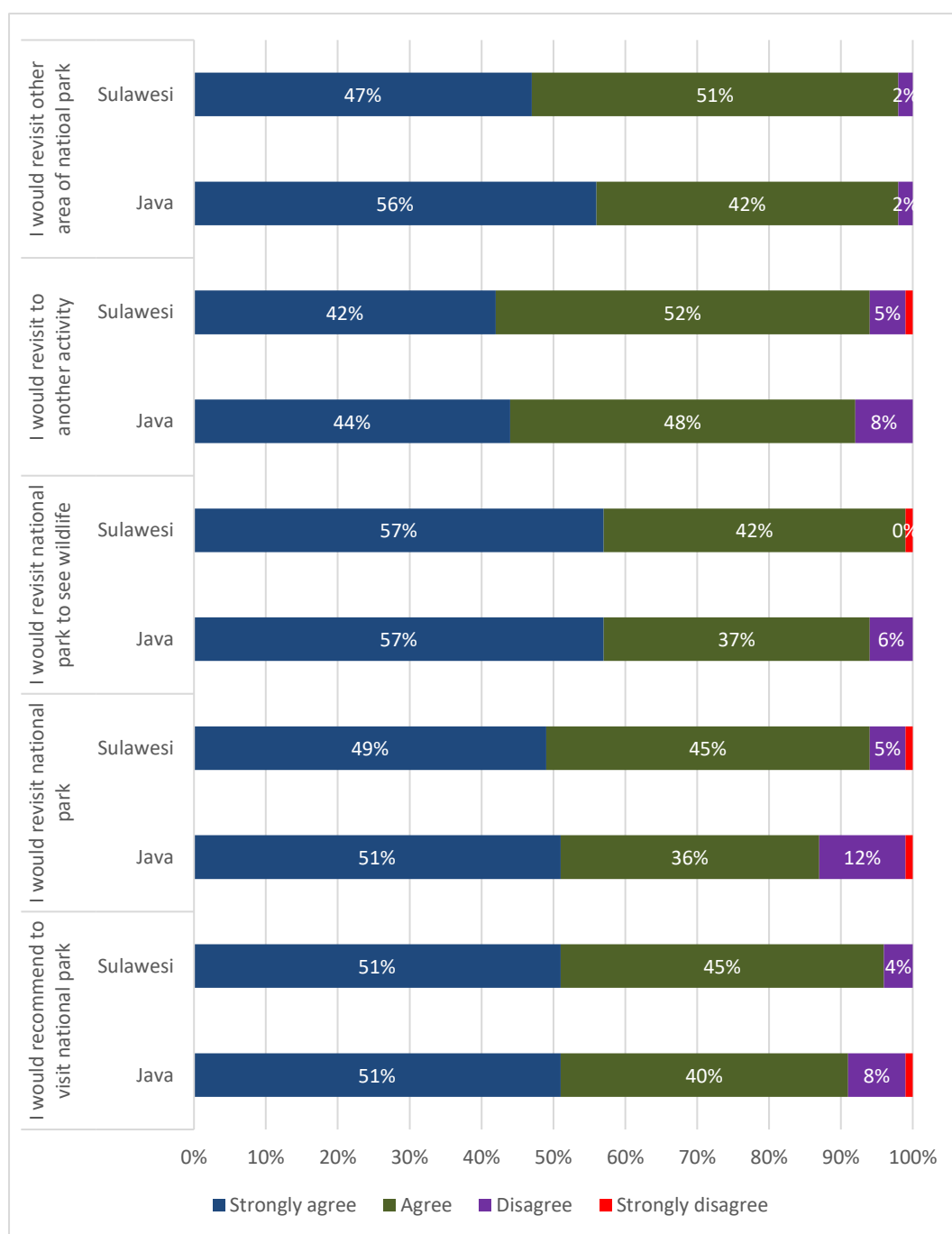
Figure 6. Conative perception tourists visited national park in Java and Sulawesi.

3.4. Tourist Preferences

3.4.1. Tourist activity preferences

Significant differences in tourist activity preferences were observed between visitors to national parks on the Java and Sulawesi Island, as indicated by the chi-square test results X^2 = 1,146.7, $p < 0.05$. On Java, the predominant preference among tourists was for the activity "to enjoy the natural panorama," with responses reflecting a high level of agreement: 74% strongly agree, 26% agree, and no respondents selected neither agree nor disagree (Figure 7). In contrast, tourists visiting national parks in Sulawesi favoured "wildlife observation," with the highest percentage of respondents strongly agreeing (60%), followed by 31% agreeing, 1% disagreeing, and no responses strongly disagreeing (Figure 7).
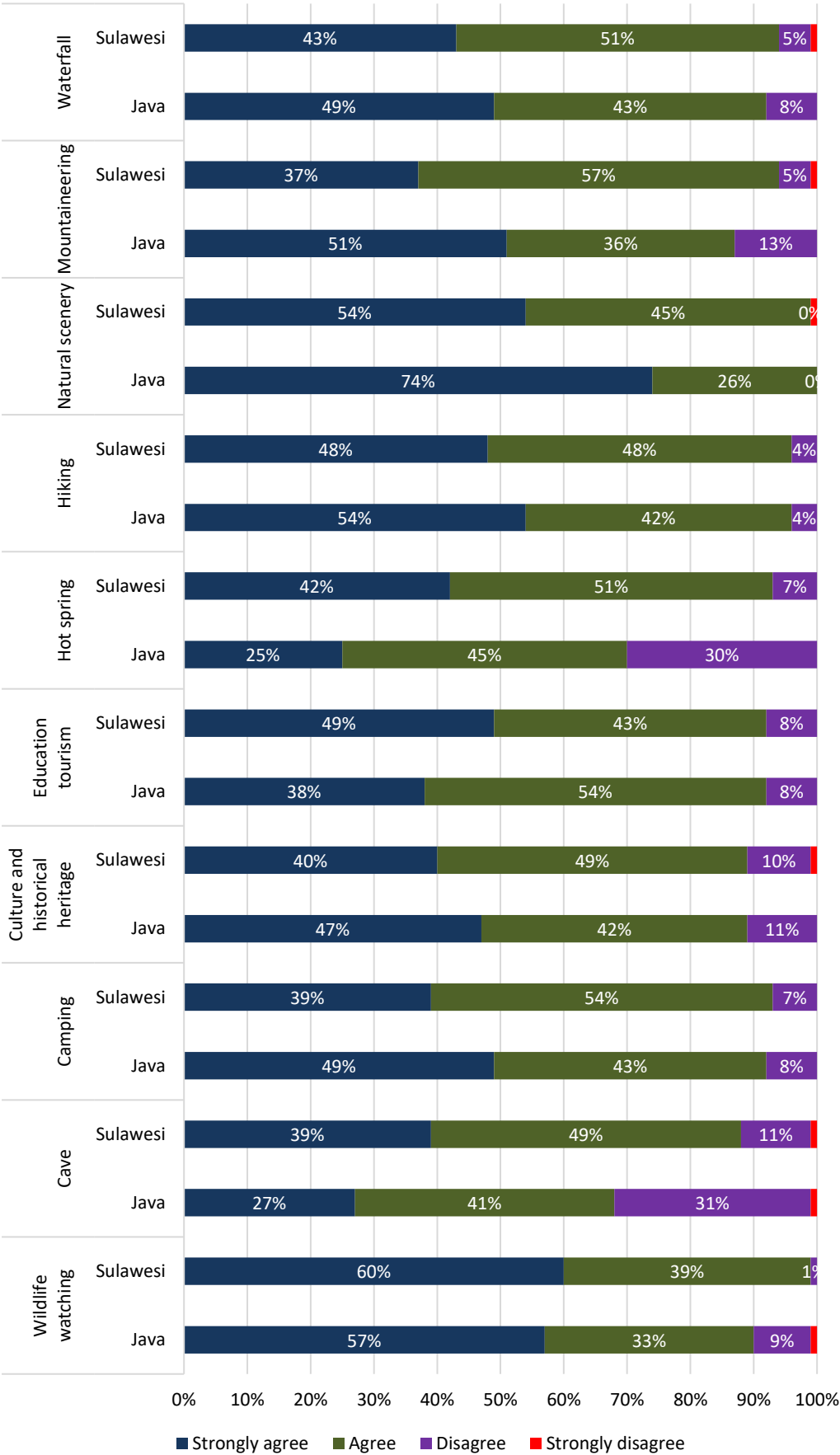
Figure 7. Tourists activity preferences visited national park in Java and Sulawesi.

3.4.2. Wildlife preferences

The majority of tourists visiting national parks on the Java Island reported that they "encountered wild animals" during their visits (90%). In contrast, 5% of respondents indicated that they "did not see any wild animals," while another 5% stated they "did not pay attention." A similar trend was observed in Sulawesi, where 94% of tourists reported having "encountered wildlife," while 4% of respondents did not see any and 2% did not pay attention during their visits to the national parks.

Birds were identified as the most popular wildlife category among tourists visiting national parks on both islands, with 28% of tourists on Java and 33% on Sulawesi expressing this preference (Table 4). The second most preferred wildlife category varies between location; in Java tourists preferred "mammals" (25%), while in Sulawesi "arthropods" were ranked second (Table 4).

Table 4. Percentage of tourists attracted to certain animals.

Type of animal	Java (%)	Sulawesi (%)
Mammals	25	20
Birds	28	33
Reptiles	13	15
Amphibians	12	9
Arthropods	21	23
No response	1	1

The results displayed in Table 5 indicate that only the length of the visit period influenced tourist motivation, perceptions, and preferences. The category regarding the motivation of tourists visiting national parks on the Java Island shows a significant relationship between length of stay and the driving factor, namely "obtaining the goal, whether conducting observations, research and others". The same thing was found in the motivational category of pull factors for tourists visiting national parks on the Java Island, namely "because of the attractive diversity of fauna". Table 5 shows that the length of the visit period for tourists visiting national parks on the Java Island has a significant relationship with the motivation category with a P-value of push factors of 0.000288 and pull factors of 0.01194.

Furthermore, it was found that only cognitive perception did not have a significant relationship with the length of the tourist visit. The affective perception related to the length of visit of tourists visiting national parks on the Java Island is "visiting national parks, tourists pay more attention to wildlife", and the conative perception is "tourists return to national parks to enjoy the authenticity of the wildlife habitat". The length of stay of tourists visiting national parks on the Java Island has a significant relationship with preferences for wildlife observation tourism activities, with a P-value of 0.001 (Table 5). Activity preferences and exploring caves with a P-value of 0.046. The preference for long periods of tourism activities shows that tourists pay more attention to the period of their visit when carrying out tourism activities such as observing wildlife and exploring caves. Mammals, as a preference for tourists' wildlife interests on the Java Island, have a significant relationship with the length of the tourist visit period to national parks with a P-value of 0.001.

In Table 5, the results show a significant relationship between the length of stay of tourists visiting national parks on the Sulawesi Island and the driving factor, namely "realizing goals such as survey observation research and others", with a P-value of less than 0.001. In contrast to the results on the Java Island, the significant relationship between the length of the visit period and tourists' perceptions leads to cognitive and affective perceptions. Tourists' cognitive perception has a P-value of 0.012, namely regarding "tourist locations offer opportunities for shopping", which shows that the period of tourist visits to national parks in Sulawesi does not have a significant relationship with the length of visit. The affective perception is that by visiting national parks, tourists pay more attention to national parks, with a P-value of 0.012. The preference for "educational tourism" activities and the length of the visit period do not have a significant relationship with a P-value of 0.017. These results can also be stated that tourists who visit national parks on the Java Island have more factors that lead to wildlife than tourists who visit national parks in Sulawesi.

Table 5. Results of General Linear Model to explain the influence of length of stay of tourists on their motivation, perception, and preferences when visiting national parks in Java and Sulawesi.

Category	Island		p-value
Motivation (push factor)	Java	Obtaining the goal such as research, observation, survey, and others	< 0.001
	Sulawesi	Obtaining the goal such as research, observation, survey, and others	< 0.001
Motivation (pull factor)	Java	The attractiveness of wildlife diversity	< 0.001
Perception (cognitive)	Sulawesi	Tourist site offers the opportunity to go shopping	0.012
Perception (affective)	Java	With visiting National Parks I paid more attention to wildlife	< 0.001
	Sulawesi	With visiting National Parks I paid more attention to wildlife	0.011
Perception (conative)	Java	I revisit the national park to enjoy the natural habitat of the wildlife	0.019
Tourist activity preference	Java	Wildlife watching	< 0.001
	Java	Cave exploring	0.046
	Sulawesi	Educational tourism	0.017
Wildlife preference	Java	Mammals	0.001

4. Discussion

This research found that most of the tourists visiting the national parks on Java were men. In Sulawesi, they were women, with no significant differences between the gender of tourists visiting national parks on the Java and Sulawesi Islands. There were no significant differences were found because the percentages of the genders were almost close to each other, and different results were found from the results of previous research [34–36]. Regarding tourists' work, the financial condition of respondents can be estimated to be that most tourists do not have jobs on the Java Island, so the majority state that they do not have an income. On the other hand, in Sulawesi, tourists already work as civil servants and have an income of > IDR 4,000,000. Data from the Central Statistics Agency for 2018–2019 found that the highest number of unemployed people was higher on the Java Island (34.13%) than on Sulawesi (24%). The average salary on the Java Island only reaches 1.7 million, while Sulawesi reaches 2.3 million, as shown by Statistical Data Indonesia 2023.

Tourist income can influence tourists' choice of destination [37]. In contrast, in Sulawesi, the distances are more varied even though they are far from where tourists live. Tourists who visit national parks on Java Island have more transportation available than in Sulawesi, so that it can be accessible is the most significant push factor for tourists. Sayangbatti and Pratiyudha [38] stated that one prominent tourist perception is road facilities to tourist attractions.

The motivational factors driving tourists to visit national parks in Java and Sulawesi were found to be different. Tourists visit national parks on the Java Island to "spend time with friends and family," while those in Sulawesi are to "seek new experiences". Travel motivation includes seeking new experiences, which is the main backbone of motivation for all tourists [39]. Knowing the motivational factors that drive tourists to visit national parks provides an accurate picture of why tourists want to choose a destination to relieve fatigue from daily activities or look for new nuances that they have never done before. This looks like the expectations before visiting a tourist destination, so motivation is a determining criterion for assessing visits and tourist satisfaction [40].

National Park management can pay attention to whether the management is following tourist motivation to reduce disappointment with expectations, leading to dissatisfaction

with visits. Although the driving factor behind tourist motivation is not seeking new experiences, similar research shows domestic tourists' motivation in Japan is to spend time with friends and family. It is discussed more deeply that this motivation is related to enjoying the view and like the results of tourists' choices in several factors of motivation [41].

The natural panorama is the most attractive factor for tourists visiting national parks on the Java Island, and we found them different in Sulawesi. Tourists who visit national parks on the Sulawesi Island prefer the attractiveness of fauna, which attracts their interest in visiting national parks. According to Ma'rifah [42], tourists need to find out about accessibility before visit. Visitors choose the national park in Sulawesi because of the attractiveness of the fauna and because wildlife watching is easy to access. For example, Bantimurung Bulusaraung National Park offers accessible butterfly habitats, while Bogani Nani Wartabone National Park facilitates Maleo bird observations through well-positioned sites.

Accessibility is a critical factor in supporting wildlife observation, as local people who contribute to support ecotourism also be less inclined to engage in conservation efforts if these areas are challenging to reach [42]. "Tourists prefer attractive natural panoramas when visiting national parks on the Java Island, which can be explained by the difference in altitude between Java and Sulawesi. Characteristic visitor visiting Gunung Gede Pangrango National Park for adventure such as hiking to the mountain, camping, and wildlife-watching [43]. The elevation of national parks on the Java Island ranges from 0–3,676 meters above sea level, while national parks on the Sulawesi Island range from 50–2,610 meters above sea level. The elevation could influence both the visibility of desired views and the challenge for the tourist to reach the summit.

Meanwhile, Sulawesi is famous for its diversity of fauna, which have characteristics that cannot be found on other islands, making it the highest choice for tourists [35]. A person's motivation is the desire to achieve something and is influenced by situations and conditions when choosing motivation [44]. According to that, we can see that tourists' motivation to visit the Java and Sulawesi Islands depends on the situation and conditions in each region that support their travelling goals.

The highest cognitive perception of tourists visiting national parks on the Java Island is that there are interpretation boards that provide information on their taking route, which was expressed by Pratama et al.[18] that the national parks on the Java Island are well organized. However, the result of choices that are close enough is an infrastructure that looks natural, and this is also the same for tourists visiting the Sulawesi Island. The research results from Rahmafitria et al. [45] show that physical infrastructure influences tourists' decisions to visit.

National parks are nature-based tourism, so it is essential to maintain a natural impression of the infrastructure to remain liked by tourists. This cognitive information is related to tourists' answers to affective perceptions. The affective perception of tourists who visit national parks on the Java and Sulawesi Islands is that they like their trip, but only differing in meaning. Tourist satisfaction with tourist attractions is related to the quality of tourist facilities [46,47]. Regarding development, national parks on the Java Island still do not require urgent innovation. Seeing that the results of the lowest percentage of tourists are that they do not pay more attention to wildlife when visiting national parks can be the focus for making strategies so that tourists can be more interested in the ecological aspects of national parks, and this can solve one of the goals of ecotourism in the national park.

Research perception regarding affective and aesthetic response has a central role in advancing our understanding of human interaction with the natural environment [48]. Aesthetics can be the facilities found in a national park, as tourists recognize them in their cognitive perception. The research found the same results regarding the conative perception of tourists who visit national parks on the Java and Sulawesi Islands, where I would revisit national parks to see wildlife. The results of tourist perceptions show that the ecological role of national parks can be something to consider in educating tourists about the role of wild animals in increasing tourist visits to tourist destinations [49].

The activity preferences of tourists visiting national parks on the Java Island show natural panoramas and observing wildlife as choices for visiting national parks. Tourists who visit Sulawesi National Parks still consistently choose to observe wildlife as the highest choice.

This information can strengthen the ecological role that must be maintained, and the preferences obtained from tourists can be used as information to create management strategies to develop tourist destinations [50]. Most tourists stated that they had encountered wild animals on each visit. So, what needs to be done is to make a thorough design for promotion and marketing regarding wildlife watching tourism in national parks. Exploring wildlife viewing preferences illustrates the potential for realigning conservation businesses to achieve biodiversity conservation goals [51].

The research indicates that birds are the most popular wildlife group among tourists visiting both Java and Sulawesi national parks. A greater understanding of birdwatching opportunities and their desirability can drive tourism industry growth, benefit local economies, and raise awareness of bird species and habitats that may be vulnerable to the negative impacts of birdwatching. Additionally, recognizing tourists' preference for birds over other wildlife categories can inform tourism funding strategies, as it aligns with their interests [52]. The contribution of bird-watching tourism to local employment and income in remote rural and urban economies provides an opportunity to develop and expand the nature-based tourism sector [53].

Our results show great potential for diverse species to effectively play a leading role in developing countries that depend on international tourism and are rich in biodiversity but lack charismatic fauna [54]. As is the case in Sulawesi, after birds, the animals of interest are arthropods, where these animals do not stand out like other categories. The results are related to the most frequent tourist visits to the Bantimurung Bulusaraung National Park. This national park has been nicknamed "'The Kingdom of Butterflies" since the arrival of Alfred R. Wallace in 1857. In this national park, it is known that visitors mainly see the waterfall and the diversity of butterflies, which are included in the arthropods [55]. They observe wild animals such as bulls in the Alas Purwo, Meru Betiri, and Baluran national parks [56]. The characteristics of each national park on the Java and Sulawesi Islands show an interest in wildlife.

In connection with tourist preferences, mammals are a tourist preference which has a significant relationship with the length of the tourist visit period. One of the factors is that tourists who visit national parks have gained an understanding that makes them interested in these animals, for example, the Javanese gibbon, which unites community, conservation, education, and development [57]. Therefore, visits to national parks that provide education about wild animals in a natural setting are still a choice for domestic tourists, and they can be an alternative to attracting tourists' attention to the role of ecology in national parks.

5. Conclusions

Visitors for both national parks are young and with the most background education is bachelor. The characteristic differences between these visitor demographics lies in socio-economic status; tourists visiting national parks in Sulawesi tend to have a higher level of prosperity compared to those visiting national parks in Java. Insights from these tourist characteristics as reference to build a strategy to attract suitable visitor demographics to each national park on both Java and Sulawesi. Related from characteristic of visitor income profiles can aid in setting realistic spending targets and predicting revenue potential from national park tourism in the future research. Perception aspects of tourist cognitive, affective, and conative could help realization of ecotourism goals in national park. Tourists express interest about the environment and wildlife in national park. Future strategies should focus on enhancing facilities to align with visitor expectations and offering tour packages that connect tourists more closely with the parks' ecological functions. This research highlights for further research to assess management readiness and coordination among stakeholders in supporting ecotourism development in national parks.

Author Contributions

Conflicts of Interest

There are no conflicts to declare.

Acknowledgements

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