

**العنوان: قالب الأوراق البحثية (يُكتب في منتصف الصفحة باستخدام خط Traditional Arabic بحجم (18) + Bold وفاصل منفرد بين الأسطر 1)**

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غامق Bold، في منتصف الصفحة)

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الكلمات المفتاحية: واحد؛ اثنان؛ ثلاثة؛ أربعة؛ خمسة (حسب الترتيب الأبجدي، ولا تزيد عن 5 كلمات)

### الملخص

الفقرة الأولى. ينبغي مراعاة عدد من القواعد عند كتابة الورقة البحثية، وهي كالاتي: لا تزيد صفحات البحث عن خمس عشرة صفحة (15) من نوع (A4). يطبع نص المتن بخط Traditional Arabic ، بحجم (16)، وفاصل منفرد بين الأسطر (SINGLE SPACE)، مع اصطفاف محاذ (Justified)، على برنامج MICROSOFT WORD، وتطبع الهوامش في نهاية البحث مسلسلة بخط Traditional Arabic ، وبحجم (12). تطبع الكلمات المكتوبة بالحرف اللاتيني بخط Times New Roman وبحجم (12)، وفي الهوامش بحجم (10). من فضلك لا تغير أبعاد الصفحة وحدود كتابة النص أو أي أبعاد أخرى. يرجى عدم ترقيم الصفحات. يترك سطر فارغ واحد بين فقرتين متتابعتين ومسافة بين أسطر الفقرات هي مسافة قدرها 1.

الفقرة الثانية. وتقسم الفصول إلى ثلاثة مستويات من العناوين: عنوان رئيسي - عنوان رئيسي فرعي - عنوان فرعي. نطبع العناوين الرئيسية، والرئيسية الفرعية، والفرعية بخط Traditional Arabic ، بحجم (16)، وفاصل منفرد بين الأسطر (SINGLE SPACE)، مع اصطفاف محاذ (Justified)، يترك سطران فارغان بين الفصل المسبق وعنوان الرئيسي ومسافة بين أسطر الفقرات هي مسافة قدرها 1. يترك سطر فارغ واحد بين الفصل المسبق وعنوان الرئيسي الفرعي والفرعي ومسافة بين أسطر الفقرات هي مسافة قدرها 1.

### الإطار النظري والدراسات السابقة

الفقرة الأولى للنص الرئيسي.

## العنوان الرئيسي الفرعي

الفقرة الأولى للنص الرئيسي.

## العنوان الفرعي

الفقرة الأولى تحت العنوان الفرعي.

## منهجية البحث

الفقرة الأولى للنص الرئيسي.

الفقرة الثانية.

## العنوان الرئيسي الفرعي

الفقرة الأولى للنص الرئيسي.

## العنوان الفرعي

الفقرة الأولى تحت العنوان الفرعي.

ترقم الجداول بالأرقام العربية (جدول 1؛ جدول 2؛ ...). اسم الجدول يوضع فوق الجدول ويطبوع بخط Traditional Arabic ، بحجم (16)، في منتصف الصفحة، ومسافة بين أسطر الفقرات هي مسافة قدرها 1. النص داخل الجداول ويطبوع بخط Traditional Arabic ، بحجم (16)، ومسافة بين الأسطر هي مسافة قدرها 1. يترك سطران فارغان مع مسافة أسطر الفقرات بقدر 1 بين الفقرات والجدول.

جدول 1: نموذج الجدول

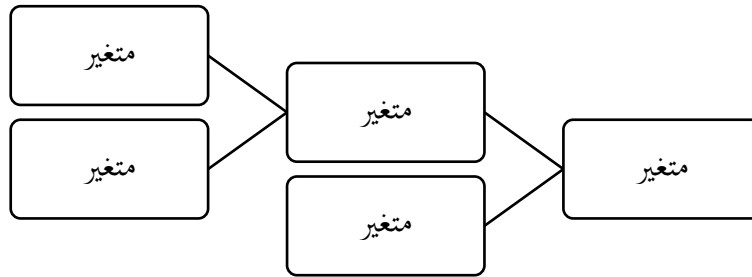
مثال	مؤشرات	قيمة
مثال	مؤشر 1	قيمة
مثال	مؤشر 2	قيمة
مثال	مؤشر 3	قيمة

النتائج

الفقرة الأولى تحت العنوان الرئيسي.

ترقم الأشكال بأرقام عربية (شكل 1؛ شكل 2؛ شكل 3؛ ...). اسم الشكل يكتب فوق الشكل، ويطبوع بخط Traditional Arabic ، بحجم (16)، في منتصف الصفحة، ومسافة بين أسطر الفقرات هي مسافة قدرها 1. يترك سطران فارغان مع مسافة أسطر الفقرات بقدر 1 بين الفقرات والجدول. تأكد من أن الأشكال وكل ما فيها من الأرقام والنصوص واضحة. الأشكال التي تضعها في ورقتك يجب أن لا تتجاوز حدود النص، أي لا تخرج عن المساحة المحددة لكتابة النصوص.

شكل 1 : نموذج الشكل



## مناقشة النتائج

الفقرة الأولى للنص الرئيسي.

## العنوان الفرعي

الفقرة الأولى تحت العنوان الفرعي.

## الاستنتاجات

الفقرة الأولى للنص الرئيسي.

## التوصيات والمقترحات

الفقرة الأولى تحت العنوان الفرعي.

## المصادر والمراجع

تتبع قائمة المراجع نظام التوثيق APA. أن تكون المراجع مرتبة أبجدياً حسب اسم الكاتب (أو عنوان المصدر في حال عدم توفر اسم الكاتب). وتطبع المصادر العربية بخط Traditional Arabic ، بحجم (16). أما المصادر الإنجليزية فتطبع بخط Times New Roman وبحجم (12).

توثيق بحث منشور في مجلة علمية:

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المؤتمر الدولي حول اللغات والتربية والسياحة 2023 (ICLET 2023)

توثيق الانترنت:

النصار، صالح. (2001). دراسة مقياس فون (Vaughan) المطور لقياس اتجاهات المعلمين نحو تدريس القراءة في

المواد الدراسية. بحث مقدم إلى مؤتمر جمعية القراءة والمعرفة. القاهرة. تم الاسترجاع من الرابط

<http://www.arabicl.org/seerah/Vaughan1.php>

## A SAMPLE OF AN EXTENDED ABSTRACT

### Divers' Willingness to Pay for Conservation Efforts in Malaysia

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**Keywords:** Conservation; Diver motivation; Diver satisfaction; Responsible underwater behavior; Willingness to pay

**EXTENDED ABSTRACT (The extended abstract can be written in English, Malay or Arabic Language with a total of 1,000 to 1,500 words)**

Malaysia's copious marine resources and favorable climate make it a sought-after location for divers. The Professional Association of Diving Instructors (PADI), which is the most extensive diving certification organization globally, disclosed that approximately 900,000 divers get certified each year, resulting in a total of 25 million certified divers worldwide.

While diving tourism generates employment opportunities and economic activities such as training, underwater guides, dive masters, and boat operators, it is crucial to manage diving sites effectively and implement conservation measures to mitigate the negative impacts that such activities may cause (Booth et al., 2022). The potential environmental drawbacks and adverse effects outweigh the economic and social benefits. For instance, human activities have placed marine species such as sharks, rays, turtles, and cetaceans in perilous situations (Booth et al., 2022). This research aims to investigate whether the satisfaction, motivation, and responsible behavior of divers have an impact on their willingness to pay for a conservation fee or permit in Malaysian diving destinations.

#### LITERATURE REVIEW

##### Willingness to Pay

Activities that utilize marine biodiversity resources in the maritime sector are frequently undervalued as their cost is challenging to rationalize. This could lead to insufficient funding, resulting in environmental degradation. User fees can assist in marine conservation efforts. If managed correctly, user fees can provide financial support for environmental conservation. It is essential for users of the maritime environment to contribute to its

sustainability by paying user fees, which can then be allocated towards conservation endeavors. These user fees typically apply to activities such as entry, exit, and diving.

### **Motivation of Divers and Willingness to Pay**

Most tourism industries use travel motivation to determine tourist engagement and travel patterns. It is a driving factor that encourages tourists to travel to destinations that satisfy their desires. Divers are willing to pay extra for great marine life, decent water conditions, interesting underwater settings and sceneries, and a wide diversity of fishes (Grafeld et al., 2016; Schuhmann et al., 2019; Trujillo et al., 2016).

### **Responsible Underwater Behavior and Willingness to Pay**

Incompetence, insufficient scuba diving skills and knowledge, and a lack of specialization among divers have the potential to cause permanent coral damage (Pepe, 2010). Previous studies have established a correlation between divers' specialization and training level and their responsible behavior underwater, indicating that well-educated divers are more likely to be conscientious (Allkins et al., 2021; Thapa et al., 2006). Divers who possess a good education and have undergone training appreciate the environment and are more likely to support conservation initiatives by paying for them.

### **Diver Satisfaction and Willingness to Pay**

Research has demonstrated a connection between diver satisfaction and the financing of conservation efforts. A captivating location with excellent amenities that meets the expectations of tourists and divers can optimize profits, benefit the local community, and safeguard the environment (Duran-Roman et al., 2021). Contented tourists are willing to pay more to enhance their travel experiences and mitigate negative impacts (Yu et al., 2018).

### **Research Hypotheses**

**H1** *Motivation of divers to engage in a dive expedition affects the divers' willingness to pay for conservation efforts.*

**H2** *Divers' responsible underwater behavior affects divers' willingness to pay for conservation efforts.*

**H3** *Diver's satisfaction affects divers' willingness to pay for conservation efforts.*

## RESEARCH METHOD

The aim of this study is to gather quantitative data from a group of divers who have visited diving sites in Malaysia. The study's minimum sample size of 74 respondents is based on the recommendations of Tabachnick and Fidell (2007). To collect data, a non-probability survey questionnaire was utilized. Given the constraints of the COVID-19 pandemic, the Google Form was selected as the data collection tool. The survey was distributed through several Malaysian scuba social media groups such as Scubajunkie, Malaysia Diving Community, and @clubnomad on Facebook, WhatsApp, and Instagram, with the intention of reaching potential respondents. IBM SPSS Statistics version 26 was employed to analyze the acquired data.

The measurement scale for domestic divers' motivation was adapted and adopted from Carvache-Franco et al. (2020), while the measurement of divers' responsible underwater behavior was based on Allkins et al. (2021). The satisfaction of divers was assessed using Musa et al. (2008), while the willingness of divers to pay for conservation activities was evaluated using Pedroso and Biu Kung'u (2019) and Schuhmann et al. (2019). Furthermore, three open-ended questions were presented to the respondents to determine their understanding of conservation fees and their stance on paying for marine park conservation fees. The reliability of the scales, along with the mean and standard deviation, are presented in Table 1.

**Table 1: Descriptive Statistics**

Variables	Cronbach's Alpha	Mean
WTP	.848	4.61
MD	.921	4.33
RUB	.917	4.48
DS	.938	4.18

Note: WTP - Willingness to Pay, MD - Motivation of Divers, RUB - Responsible Underwater Behavior, DS - Diver Satisfaction.

### Sample Profile

Out of the total number of participants, which was 110, the majority were males, making up 54.5% of the sample. The largest age group was those aged between 41 and 50, accounting for 34.30% of the respondents. The majority of the participants were employed, with students and pensioners comprising 16.4% and 8.2% of the sample, respectively. More than half (54%) of the respondents had a monthly income of over RM 6,000, while only 24.5% earned less than RM 1,500 per month. The majority of the participants (47.3%) held an Advanced Open Water Diver certification and typically dived with 4-to-6 fellow divers (50.9%). As for vacation duration, 61.8% of the respondents chose to stay for 4-to-6 days.



## RESULTS

### Multiple Regression Results

The model's R-square value was able to account for 53.5% of the variation in the willingness to pay for conservation efforts. The independent variables' tolerance values were all greater than .10, and the VIF values were less than 10, indicating that there was no issue of multicollinearity.

**Table 2: Coefficient Analysis**

Variables	Std. Coef.	t-values	Sig.	Decision
MD	.649	8.934	.000	H1 Supported
RUB	.168	2.437	.016	H2 Supported
DS	.057	.794	.429	H3 Not Supported

Note: WTP - Willingness to Pay, MD - Motivation of Divers, RUB - Responsible Underwater Behavior, DS - Diver Satisfaction. a. Dependent Variable: Willingness to Pay.

### Hypotheses Testing

The findings indicate a significant correlation between divers' motivation and their inclination to pay for conservation activities, with a beta coefficient of .649 and a p-value of .000, thereby supporting H1. Furthermore, the outcomes revealed a positive link between responsible underwater behavior and the willingness to pay for conservation initiatives, with a beta value of .168 and a p-value of .016, confirming H2. Conversely, there was no apparent connection between diver satisfaction and willingness to pay, as evidenced by a beta value of .057 and a p-value of .429, leading to the rejection of H3.

## DISCUSSIONS

The findings of this study are consistent with previous research (Roberts et al., 2017), which suggests that divers place a high value on the conservation of marine life, reefs, and biodiversity. Divers who have a strong appreciation for the natural environment and its preservation, including coral and water quality, are more inclined to contribute to conservation efforts (Schuhmann et al., 2019). Moreover, environmentally conscious divers tend to behave more responsibly while diving.

Previous studies have also found a correlation between environmental consciousness and the willingness to contribute to marine conservation efforts (Daly et al., 2015; Yu et al., 2018). Moreover, research suggests that education plays a role in environmental awareness and participation in conservation activities (Arin & Kramer, 2002). It is worth noting that

while the divers in this study reported high levels of satisfaction with their diving experience and the services provided, this did not necessarily translate into a strong desire to support conservation efforts.

### **FUTURE RESEARCH DIRECTIONS**

Further investigation is required to apply the results more broadly. Policy objectives, such as achieving a sustainable and just blue economy, could potentially benefit from the untapped revenue source provided by marine tourism, which could assist in financing marine conservation initiatives (Booth et al., 2022). Future studies should also explore the willingness to pay for conservation among non-divers or individuals engaged in other marine recreational activities. Additionally, future research should pay more attention to international divers visiting Malaysia and consider the impact of political and social factors.

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