

Understanding Motivational Factors for Tourist Intention to Visit Botanical Destination: Does Industrialisation Matter?

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Abstract

This study aimed to investigate the motivational factors that affect the intention to visit botanical destinations, and how industrialisation moderates the relationships. The quantitative research approach was applied in this study with a sample of 220 participants using a scenario-based approach. The data collected were analysed utilising STATA Structural Equation Modelling (SEM) version 14. The results revealed that knowledge, social-adjustive, value-expressive, ego-defensive, and industrialisation positively and significantly affect intention to visit. Additionally, industrialisation plays a positive significant moderating role between knowledge, social-adjustive, ego-defensive, and intention to visit respectively. This study provides insights into how to utilise functional approaches, such as knowledge, social-adjustive, value-expressive, and industrialisation as tools in promoting intention to visit botanical destinations. This study is among the few studies that utilised the functional theory in understanding the intention to visit botanical destinations, and it is one of its kind to introduce industrialisation within the context of botanical tourism.

Key words: Botanical tourism, Knowledge, Utilitarian, Social-adjustive, Value-expressive, Ego-defensive, Industrialisation, Intention to visit

Introduction

Botanical Tourism (BT) as compared to conventional modes of tourism, promises mental benefits and improves air quality (Davies *et al.*, 2021; Xie and Bulkeley, 2020). In addition, botanical destinations have been characterized with an image of flora and fauna and reenforced as a nature-based tourism destination (Gaffar *et al.*, 2021). Botanical tourism is described as “tourism that is dependent on

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natural resources such as scenery and landscapes, fauna and flora, and water features” (Sutherland, 2001, p. 34). Undisputable, it offers the preservation of natural habitat and a wide variety of plants as their main attractions, combined with man-made attractions. For instance, despite the COVID-19 pandemic, the Royal Botanical Garden in Edinburgh attracted nearly half a million tourists in 2020 (Ferguson, 2021). Notwithstanding these contributions to tourism visitations, botanical tourism is yet to be properly established as a concept that could be a cash cow for future tourism.

It is important to note that, prior tourism research has shown significant dimensions of motivational factors that impact how tourist perceives a tourism destination (Jaafar *et al.*, 2020; Jiang *et al.*, 2021; Yet *et al.*, 2018). However, within botanical tourism there is a dearth of research in determining the motivational factors that influence tourist behavioural intention. As recognizing the motivational factors is important for understanding, attracting potential visitors, and influencing their intention to visit. Despite the attention given to the importance of motivational factors in tourism research (Boćkus *et al.*, 2022; Fraiz *et al.*, 2020; Preko *et al.*, 2021), studies have argued that motivational factors alone cannot adequately enhance behavioural intentions unless it is channelled through other external characteristics. For example, botanical destinations in emerging markets that suffer from low patronage can be able to increase the rate of visitation by leveraging on external factors to increase intention to visit. One such external factor is industrialization.

The reduction of natural balance, rise in temperature, and decrease in air quality because of industrialization increasingly restrict individuals’ everyday interaction with natural environments. In many cases,

natural spaces that could provide recreation and relaxation have been replaced or taken over by factories and industrial developments, further limiting access to such environments. This environmental and experiential deprivation generates a psychological need for restoration, relaxation, and reconnection with nature, which can heighten individuals’ motivation to seek out nature-based setting such as botanical tourism (Aktepe *et al.*, 2017). In this regard, industrialization could shape tourist behaviour by intensifying the desire for nature-oriented experiences. Nevertheless, its role as a contextual external factor that strengthens or weakens the relationship between motivational drivers and visitation intention remains underexplored in the literature. To address this unsolved question of how critical the role of industrialization is in the relationship between motivational factors and intention to visit, this study attempts to answer this question: does industrialization play a role between motivational factors and intention to visit botanical destination? In achieving this, the study offers different contributions in the following ways: First, much of what is known about motivational factors have mainly focused on eco-tourism (Lee *et al.*, 2014), cruise tourism (Whyte, 2017), wellness tourism (Lim *et al.*, 2016), festival tourism (Maeng *et al.*, 2016) as well as food tourism (Dimitrovski and Crespi-Vallbona, 2017), among others. Despite eco-tourism being different from botanical tourism, eco-tourism is characterized “as a way of a sustainable based tourism that concentrated on environmentally responsible travel and visitation to relatively natural areas in order to enjoy and appreciate nature”; botanical tourism on the other hand “is tourism that is dependent on natural resources such as scenery and landscapes, fauna and flora, and water features” (Sutherland, 2001, p. 34). Hence, this study offered an enhanced

understanding of motivational factors utilizing the functional theory approach which has not been explored. By doing so, the current study revealed that motivational factors such as knowledge, value-expressive, ego-defensive, social-adjustive affect intention to visit botanical destinations.

Second, despite the impact of industrialization, to the best of the authors knowledge, no tourism research exist that examines the moderating role of industrialization within the domain of botanical destination. Thus, understanding the role of industrialization between motivational factors and intention to visit helps the development of appropriate botanical tourism marketing strategies, and benefits tourism marketers who wish to promote nature-based tourism (Lee *et al.*, 2014; Palacio, 1997). The subsequent sections are organized as follows. The next section is captured as literature review, followed by hypotheses development, and methodology. The results and discussions sections follow respectively. Finally, the conclusion, implications, and direction for future studies are captured.

LITERATURE REVIEW

Functional Theory

Katz (1960) developed the functional theory of attitude, which holds that attitude variables influence people's decisions and behaviour. That is, behaviours are motivated by and satisfy underlying needs. People form attitudes to achieve their fundamental objectives of self-gratification, societal survival, and upholding moral principles (Cocolas *et al.*, 2020). The theory has been shown to be useful to predict individual behaviour. That is, it is recommended above other theories like the protection motivation theory of fear, and the integration theory, due to its appropriateness for cross sectional study without restricting the analysis to specific

context like fear or information sources (s) (Adam, 2019). Further, the theory makes it possible to understand the function of attitude in a less constrained and multidimensional way. From a conceptual standpoint, functional theory can be used to investigate the phenomenon of people pursuing psychological rewards and perceiving a high degree behavioural intention like visiting a tourism destination (Han and Hwang, 2017).

Based on this theory, it can be stated that not all tourists or travellers have the same motivation for visiting a certain tourism destination (Lee *et al.*, 2014). Therefore, numerous motivational factors can influence behaviour, and a variety of motivations operate as stimulants to satisfy human psychological needs (Ioana-Daniela *et al.*, 2018). As a result, to better understand the process by which people form attitudes that direct their behaviour and help them accomplish their goals, Katz (1960) provided five functions: Knowledge, value-expressive, utilitarian, social-adjustive and ego-defensive. Each of the functional attitudes has a distinctive and diverse impact on tourists. Subsequently, to examine the psychological factors influencing attitude about botanical garden visitation, this research added a construct to Katz's (1960) functional theory, namely industrialization as a contextual moderator, to get an in-depth understanding of factors which motivate people to visit a botanical destination.

The inclusion of industrialization extends the functional theory by linking broader structural conditions to individual-level motivational functions, thereby addressing how external environments shape the activation and strength of attitudes, which falls within one of the assumptions of the function of a moderator (Mohammed *et al.*, 2022). The use of the functional theory is justifiable as Ioana-Daniela *et al.* (2018, p. 326) described it as a robust framework that

highlights the “predictive power of multi-dimensional psychological attitudes in a cognitive behavioural model”. Also, Fodness (1994) highlights the importance of the theory, noting that it has an intuitive appeal that addresses inquiry into motivations of tourist behaviour. Nevertheless, this study advances the theory by arguing that such motivations do not operate in isolation but are contingent upon external conditions such as industrialization, which can intensify or weaken the relationship between psychological functions and behavioural intentions.

Hypotheses Development

Knowledge function and revisit intention

The knowledge function is described as the situation where an individual develops an attitude in order to educate and enlighten him/herself (Moon *et al.*, 2018). This definition is in line with the visitation to botanical gardens to explore and learn about natural scenery such as plant diversity, fauna and flora and water features. Even though the desire for knowledge is not an absolute desire to understand the whole universe, people want to understand the events that affect their own lives. People use knowledge they have already gained to understand these events, and they then learn more by participating in them (Valeri and Baggio, 2021; Edwards *et al.*, 2017). Many academics (Tassiello and Tillotson, 2020; Xia *et al.*, 2022) have proposed that a higher knowledge function level encourages people to travel. Despite the recognition of knowledge function as a precursor to tourist decision, there is dearth of research linking knowledge function and intention to visit botanical destination. This led to the first hypothesis that:

H₁: Knowledge function positively and significantly affect intention to visit.

Utilitarian function and revisit intention

The utilitarian function enables people to maximize benefits and minimizes punishments (Ioana-Daniela *et al.*, 2018). In this study, the utilitarian function is described as the values and benefits tourist derives from botanical destinations. That is, utilitarian function are feelings grounded with “fantasies, enjoyment, and pleasure (Ioana-Daniela *et al.*, 2018, p. 328). The utilitarian function has been heavily utilized in tourism and hospitality empirical studies due to the pursuit of fantasies, enjoyment, and pleasure during the travel period (Banerjee and Chua, 2020; Cocolas *et al.*, 2020; Huang and Liu, 2022). Ioana-Daniela *et al.* (2018) noted that utilitarian function plays a major role in driving tourist fantasy. Nonetheless, little research has examined the impact of utilitarian function facilitating intention to visit in the botanical tourism setting. Therefore, the following hypothesis is proposed:

H₂: Utilitarian function has a significant effect on intention to visit.

Value-expressive function and revisit intention

The value-expressive function attitude allows people to convey their essential beliefs and values with other people who share the same values (Han *et al.*, 2017; Liutikas, 2015). In this study, value-expressive function refers to the ways tourists express their self-concept based on their engagement with botanical gardens. In other words, this function goes beyond people chasing what their social peers deem to be significant; they also want to be who they choose to be. Individuals want to be involved in social organizations that will help them develop into the people they want to be in order to achieve their ideal

self-images (Huang and Liu, 2022). For instance, tourist may re-participate in botanical tourism to remember wistfulness or being more educated. Within eco-tourism, Lee *et al.* (2014) revealed that value-expressive function positively explains revisit intention. Notwithstanding this research appreciation, the issue of value-expressive and botanical tourist intention to visit remains underexplored. Accordingly, this study proposed that:

H₃: Value-expressive function has a significant effect on intention to visit.

Ego-defensive and revisit intention

The ego-defensive attitudes help people maintain their self-assurance and adjust to concerns resulting from internal conflicts (Singh *et al.*, 2022). This current study conceptualised ego-defensive function as tourists applies their experiences within botanical gardens to protect their interests, minimise anxiety and protect themselves from threats to their identities. Participating at an event can help you relieve social pressure, according to the ego-defensive function. In other words, it aids a person in locating a means of avoiding or escaping an unpleasant or external reality. As a result, the person may decide to reduce anxiousness in order to adjust to the current experience. Engaging in activities like joining a society and participating in its debates on subjects with a similar level of interest as substantive reality can help to remove the anxiety (Carvache-Franco *et al.*, 2019). For instance, tourists might participate in botanical tourism to contribute to fixing social issues or to belong to a member of community. Utilising a sample of 392 of Fauna Production Reserve in Ecuador, Chan *et al.* (2019) revealed that ego-defensive function plays an important role as a precursor of revisit intention. However, the concept of ego-defensive function and intention to

visit within botanical tourism remains underexplored, leading to the third hypothesis:

H₄: Ego-defensive function has a significant effect on intention to visit.

Social-adjustive function and revisit intention

The social-adjustive function enables individuals to identify reference groups and satisfy the requirements of others to sustain constant and effective interpersonal relationships (Ngo *et al.*, 2020). In this study, social-adjustive is characterised as the role played by botanical gardens in facilitating social interactions and improving cohesion among tourists. People are said to naturally crave interaction with their reference groups, such as their friends and family (Lee *et al.*, 2014). In this study, the objective of botanical tourism is to promote an activity that people may enjoy with their family and friends and that is regarded favourably by other people who are relevant to the individual. That is, one can participate in botanical tourism to strengthen family relationships or friendships. Hence, the following hypothesis is developed.

H₅: Social-adjustive function has a significant effect on intention to visit.

The moderating role of industrialization (Attitudes towards Industrialisation)

Due to the natural imbalance concerns produced by industrial systems, humans are now more interested in fresh air and natural life. People and societies are being pushed towards natural tourism such as, special interest tourism, eco-tourism and botanical tourism as a result of industrialization (Eminağaoğlu *et al.*, 2015). According to Kiely (2005, p.3), industrialisation is “a total process, impacting on society through an

unprecedented increase in goods and services". In this study, industrialisation is characterised as the process of transforming an economy or society from a focus on agricultural to a dependence on manufacturing. Cavalett and Ortega (2009) noted that industrialization has created an avenue where people find it difficult to relax and enjoy nature. As most of the reserves that can serve this purpose have been taken over by government and individuals for industrial development. In this study, we assumed that excessive industrialization could strengthen tourist intention to visit botanical destinations.

It is grounded in literature (Pereira *et al.*, 2022; Wilkinson and Coles, 2024) that tourist attitudes have significant impact on their choice of destinations. This could be translated to the idea that tourists who perceives industrialisation may develop positive attitudes towards natural settings such as botanical gardens, while tourists who does not perceive industrialisation may develop negative attitudes towards it. Based on the literature review, this study assumed that industrialization plays a significant impact on intention to visit, and a moderating role in the relationship between motivational functions (i.e., knowledge, value-expressive, ego-defensive, utilitarian, social-adjustive) and intention to visit, which to the best of our knowledge has not been explored within the botanical tourism setting. More specifically, we posit the following hypotheses:

H₆: Industrialization has a significant effect on intention to visit.

H_{7a-c}: Industrialization plays a moderating role between motivational functions "i.e., knowledge, value-expressive, ego-defensive, utilitarian, social-adjustive" and intention to visit.

METHODOLOGY

Research Setting, Measure and Scale Development

As the only outstanding and recognised botanical destination within the capital city of Ghana, Legon Botanical Garden was used for this study, which covers an area of around 25 hectares of land, situated inside the University of Ghana's restricted land area (Dave *et al.*, 2021). After describing and showing some videos of the garden to the group of tourists who have experienced the Legon Botanical Gardens and were present during the management week celebration of University of Ghana Business School between May to August 2022. We asked the participants to contribute their motivational factors that could account to their intention to visit Legon Botanical Garden as a tourism destination. In this study, the respondents' motivational factors were measured utilising a questionnaire based on past literature with some modifications related to botanical tourism (Table I). The questionnaire was organised into sections such as the profile of the respondents, motivational functions, industrialisation, and intention to visit. Questions regarding related variables were answered on a five-point Likert scale, with 1 defined as strongly disagree and 5 strongly agree. To test the proposed relationships, STATA version 14 structural equation modelling was used to identify the value constructs that positively and significantly affect intention to visit botanical destination.

Data Collection and Sample

Data were collected from 220 respondents using a questionnaire. This sample size is deemed appropriate based on Hair *et al.*'s (2010) recommendation, which suggests that a minimum sample size of 100 respondents is appropriate for structural equation modelling (SEM) to be conducted.

Table I: Items adapted, Loadings, Cronbach's Alpha (α), and Composite Reliability (CR).

Constructs	Loadings	CR	A
Knowledge Function (KF) (Lee <i>et al.</i>, 2014)		0.96	0.90
To be close to nature.	0.84		
To get better understanding of nature.	0.91		
To experience new things.	0.90		
To meet people who are interested in the same things	0.73		
To get access to nature in its originality.	0.82		
To enhance my existing and new experiences of nature	0.69		
Utilitarian Function (UF) (Lee <i>et al.</i>, 2014)		0.86	0.90
To get away of choked environment.	0.67		
To get away of interpersonal stress.	0.87		
To get away from dense cities.	0.65		
Social-Adjustive Function (SF) (Lee <i>et al.</i>, 2014)		0.92	0.88
To strengthen relationships with my family.	0.72		
To feel that I belong.	0.90		
To reminisce about my parents' time.	0.85		
Value-expressive Function (VF) (Lee <i>et al.</i>, 2014)		0.96	0.88
To tell people about my new experiences.	0.83		
To create good memories and share same.	0.64		
To explore the unknown in order to share it with others.	0.86		
To develop my personal interest.	0.92		
To have fun and talk about it.	0.95		
Ego-Defensive Function (EDF) (Lee <i>et al.</i>, 2014)		0.93	0.87
To join people's interest.	0.78		
To join social discussion.	0.83		
To follow current events.	0.92		
Industrialization (INDUS) (Lui <i>et al.</i>, 2022)		0.90	0.87
Natural lands that were taken by industries.	0.80		
Flora and ornamentals that were eroded to industries.	0.86		
Variety of plants that are extinct because of industrialization.	0.65		
The natural habitats of animals lost because of industrialization.	0.70		
Intention to visit (IV) (Han <i>et al.</i>, 2010; Van der Veen and Song, 2014)		0.92	0.87
I am willing to visit and tour Legon botanical garden.	0.62		
I am committed to visit Legon botanical garden.	0.72		
I am keen to visiting Legon botanical garden	0.82		
There is high possibility that I will visit Legon botanical garden.	0.78		
The motivation to visit Legon botanical garden is high.	0.79		

A convenience sampling technique was used, which is in line with previous scholarly works in this domain. (Middel et al., 2025; Lwoga & Maturo, 2020; Braimah et al., 2024; Cudjoe & Gbedemah, 2020).

RESULTS

Details of the respondents' profile can be found in Table 2, which shows that 51.8% were male. 58.6% want to travel with their family, and 40.9% intend to travel to the destination weekly. More than half of the participants have been categorised to have an average income level of ₦2000 and above.

Measurement and Structural Models

As recommended, several indices were employed to evaluate the general model fit for both the measurement and structural models (Akamavi *et al.*, 2015; Bentler and Bonett, 1980). The Chi-square/degrees of freedom, the Tucker-Lewis index (TLI), the Comparative Fit Index (CFI), the Standardised root mean squared residual (SRMSR), and the Root Mean Square Error of Approximation are some of these indices. Overall, Table IV's measurement and structural models both offered a good fit and satisfied the criteria (Barrett, 2007; Steiger, 2007) for further investigation.

Table II: Respondents' Profile

Demographics	Frequency	Percent (%)
Gender		
Male	114	51.8
Female	106	48.2
Travel with		
Family	129	58.6
Friends	91	41.4
Intention to travel		
Weekly	90	40.9
Monthly	50	22.7
Quarterly	51	23.2
Yearly	29	13.2
Average income		
₦500-₦999	19	8.6
₦1000- ₦1499	46	20.9
₦1500- ₦1999	38	17.3
₦2000 and above	113	51.4
Don't want to state	4	1.8
Total	220	100.0

Table III: Discriminant Validity

Constructs	AVE	KF	UF	SF	VF	EDF	INDUS	IV
Knowledge	0.67	0.82						
Utilitarian	0.55	0.29**	0.74					
Social-adjustive	0.69	0.31**	0.47**	0.83				
Value-expressive	0.72	0.39**	0.45**	0.51**	0.85			
Ego-defensive	0.71	0.30**	0.39**	0.43**	0.47**	0.84		
Industrialization	0.57	0.40**	0.37**	0.42**	0.46**	0.50**	0.75	
Intention to visit	0.56	0.32**	0.36**	0.42**	0.44**	0.52**	0.54**	0.75

Note: The bolded diagonal values are the square root of AVE, and “**p < 0.01 at 1%”

Table IV Goodness-of-Fit Model

Indexes	Measurement Model	Structural Model	Cut-off
χ^2	0.003	0.001	> 0.05
Chi-square	345.265	325.562	
RMSEA	0.006	0.001	≤ 0.08
CFI	0.999	0.999	≥ 0.90
TLI	0.999	0.999	≥ 0.90
SRMSR	0.001	0.001	≤ 0.05

Owing to the study's duration and data collection method, common method bias was evaluated. The results showed that less than 50% (i.e., 30%) of the lack of common method bias could be explained by a single factor without rotation (Eichhorn, 2014). Validity and reliability were assessed by examining the composite reliability, Cronbach's alpha, and average variance extracted (AVE) for each construct (Hair *et al.*, 2010). The CR of all the constructs met the threshold of 0.60. All the AVEs (Table III) were above the threshold of 0.5, and the loadings (Table I) of the items were above the threshold of 0.5 and above (Fornell and Larcker, 1981). The square roots of the AVEs were greater than the correlation values and all inter-factor correlation scores obtained were less than 0.60 (Table III). The criteria for

discriminant validity are met by this (Fornell and Larcker, 1981).

Table V illustrate the result of the hypothesised relationships. KF had a positive significant impact on intention to visit ($\beta = 0.21$, $t = 4.54$) supporting H₁. UF positively and insignificantly affect IV ($\beta = 0.05$, $t = 1.23$) not supporting H₂. SF had a positive significant impact on IV ($\beta = 0.14$, $t = 2.22$) supporting H₃. VF shows a positive significant effect on IV ($\beta = 0.18$, $t = 3.84$), thus H₄ was supported. Again, EDF ($\beta = 0.40$, $t = 7.24$) and INDUS ($\beta = 0.38$, $t = 7.00$) positively and significantly affect IV, thus H₅ and ₆ were supported respectively. Regarding the moderators, industrialisation (INDUS) positively and significantly moderated the relationships between KF ($\beta = 0.14$, $t = 3.83$), SF ($\beta = 0.24$, $t = 4.89$), EDF ($\beta = 0.09$, $t = 1.99$),

Table V: Hypotheses Path

Hypotheses	Path	Coefficient	t-values	Decision
H ₁	KF → IV	0.21	4.54***	Supported
H ₂	UF → IV	0.05	1.23	Not-Supported
H ₃	SF → IV	0.14	2.22*	Supported
H ₄	VF → IV	0.18	3.84***	Supported
H ₅	EDF → IV	0.40	7.24***	Supported
H ₆	INDUS → IV	0.38	7.00**	Supported
Moderators				
H _{7a}	INDUS*KF	0.14	3.83***	Supported
H _{7b}	INDUS*UF	0.07	1.60	Not-Supported
H _{7c}	INDUS*SF	0.24	4.89***	Supported
H _{7d}	INDUS*VF	0.01	0.00	Not-Supported
H _{7e}	INDUS*EDF	0.09	1.99*	Supported

“***p < 0.01; **p < 0.05; *p < 0.10”

and IV respectively. Thus, H_{7a}, H_{7c}, and H_{7e} were supported respectively. INDUS did not moderate the relationship between UF ($\beta = 0.07$, $t = 1.60$), and VF ($\beta = 0.01$, $t = 0.01$) and IV respectively. Therefore, H_{7b} and H_{7d} were not supported.

DISCUSSION AND CONCLUSION

The tourism industry has paid much attention to the issues of motivations affecting tourist behavioural intention. Nevertheless, the issue of motivational functions using the functional theory approach within the perspective of botanical tourism remains underexplored. This study is one of the few to introduce the concept of industrialization within the understanding of motivational functions and botanical destination, and industrialization serves as a yardstick that enhances the relationship. Importantly, this study revealed that functional theory was valid within the perspective of botanical tourism.

The result of this study indicates that the knowledge function appeared to be one of

the strongest that showed a positive significant impact on intention to visit. In this study, knowledge function is characterised within the domain of appreciation of nature and being close to nature. This result is consistent with previous study (Lee *et al.*, 2014). Clearly, this might show that an appreciation of nature could be one of the utmost motivations of botanical tourists. Within the capital city, most of the participants could rarely come close to such a destination (i.e., botanical site). Therefore, the existence of one might trigger the intention to visit. As nature could be found in its natural setting and experience with fauna and flora, which can widen a person's knowledge.

Inconsistent with the literature, utilitarian function had an insignificant positive impact on intention to visit botanical destination (Banerjee and Chua, 2020; Cocolas *et al.*, 2020). Thus, utilitarian function does not play a major role within likely botanical tourist intention to visit (Loana-Daniela *et al.*, 2018). Being close

and experienced to nature might be the rationale why individuals may like to visit botanical destination than the conceptualization of utilitarian functions as fantasies such as free from choked environments and getting away from dense environments. This is an indication within the coefficient of the construct, which recorded the lowest of 0.05. Thus, the effect size also revealed that utilitarian function does not appeal to botanical tourist intention to visit the destination.

On the other hand, the significant impact of social adjustive, value expressiveness, and ego-defensive on intention to visit might be explained by functional theory. As indicated in Kats (1960) functional theory, due to attitudinal formation, social-adjustive, value-expressive, and ego-defensive will have a significant impact on an individual's decision (Cocolas *et al.*, 2020). Likely travellers might take social-adjustive, value expressive, and ego-defensive functions in high esteem, making them important to intention to visit. Thus, the act of satisfying one's desire or pleasing oneself in a form of strengthening relationships with family, exploring the unknown to share the same, and join social discussion accounted for intention to visit within the lenses of functional theory. The positive impact of these three functional theory constructs is considerable, proposing a significant role of the functional theory in understanding people's intention to visit botanical destination.

The result revealed that industrialisation positively and significantly affects intention to visit. Perhaps, the significant impact of industrialisation might be attributed to the fact that a botanical destination could be the only avenue where tourists can see fauna and flora in its natural setting. As most of the natural environment has been taken over by excessive industrialisation. The positive impact of industrialisation for the destination suggested that travellers

may seek to recall the natural environment that was taken for industrialisation, flora and ornamental animals that were eroded, and the natural habitats that were lost. That is, travellers seem to enjoy the memorable atmosphere that was eroded by industrialisation. This is considered novel and unique within the perspective of botanical tourism.

Also, the findings confirmed that industrialisation positively and significantly moderates the relationship between motivational functions (i.e., knowledge, social-adjustive, ego-defensive) and intention to revisit. Thus, industrialisation strengthens the relationship between these constructs and intention to visit. This is the first attempt whereby the concept of industrialisation has been utilised within the lenses of botanical tourism to enhance likely tourist intention to visit. The positive significant impact revealed that the concept of industrialisation is largely accounting for botanical tourism in context. The choice of decisions of the people, in the form of intention to visit are being described by the perceptions of likely visitors on industrialisation. The promotion of botanical tourism, therefore, requires building up the excessive impact of industrialisation and how it has eroded all the natural environment with its fauna and flora. Hence, botanical destinations could provide tourists with such attributes. This will further help build a positive destination image by creating more likely visitations in terms of future behaviour. However, industrialisation fails to moderate the relationship between utilitarian and value-expressive functions, and intention to visit.

IMPLICATIONS

Theoretical implication

The findings of this study offer theoretical implications. To the authors' best of knowledge, this study is the first attempt to understand the effect of motivational

factors within the lenses of functional theory on intention to visit botanical destination. Different from previous research that were interested in the potential of eco-tourist revisit intention (Lee *et al.*, 2014), this study concentrated on botanical tourism and intention to visit. As the destination was described with videos and pictures in a form of scenario to people who had not been to the site before, it was possible to investigate the functional theory's (i.e., knowledge, utilitarian, social-adjustive, and value-expressive) ability to accurately represent the unique atmosphere of the destination to influence intention to visit. Particularly, knowledge, social-adjustive, value-expressive, and ego-defensive of the functional theory were significant determinants of intention to visit. Further, the insignificant effect of the utilitarian function might be that the people have taken fantasies for granted as a motivational factor that could account for intention to visit.

Second, industrialisation had a significant impact on intention to visit, suggesting the importance of the issue of industrialisation in deepening intention to visit. The strong impact of industrialisation further supports the argument that people are now pushed towards nature-based tourism because of industrialisation (Eminağaoğlu *et al.*, 2015). Third, this study contributes to literature by providing an in-depth understanding of how industrialisation moderate the relationship between knowledge, social-adjustive and ego-defensive, and intention to visit. Thus, it offers new insights, specifically, unlike previous research (Sejati *et al.*, 2020) that focus on the industrialisation, this study examines how industrialisation plays a role as a trigger between people's knowledge, social-adjustive, ego-defensive, thereby positively strengthening intention to visit. This is considered novel as it is the first attempt to integrate industrialisation into functional

theory within the perspective of botanical tourism. The findings of this study suggested that people's knowledge function, social-adjust function, and ego-defensive function are likely to be strengthened by industrialisation on the intention to visit the destination.

Practical implications

The findings of the study provide practical implications for the tourism industry. The result showed that knowledge, social-adjustive, value-expressive, ego-defensive, and industrialisation positively influence intention to visit. In contrast, utilitarian function did not have a significant impact on intention to visit. Thus, the findings of the study suggest botanical destinations to invest in two parts when developing botanical tourism to deepen likely tourist intention to visit: (1) more accurately portray nature-based atmosphere and moods, and (2) involve more fauna, flora, and water-based appeals. By increasing fantasies in botanical tourism, the destination will be able to arouse the utilitarian function for the destination, generating likely tourist intention to visit based on this motivational factor. Moreover, the findings of this study strongly encourage botanical destinations, which have not introduced the impact of industrialisation, to develop adverts that will describe how industrialisation has taken over the nature-based setting with a vivid appeal of how botanical destinations can give them a sensory of that to attract potential visitors.

LIMITATIONS AND DIRECTION FOR FUTURE STUDIES

The study has a few constraints. The first limitation is associated with the participants of the study. Since they had never been there before, videos and scene-setting situations have been shown to them. If they had been to the location before, this might

be different. Therefore, similar research on the intention to revisit is encouraged in future studies. Second, this study focused on a botanical setting with a potentially wide target audience. The study's context may have hampered the findings. The results of this study may therefore vary in other settings. It is advised that future studies explore a variety of botanical destinations with their varied natural resources to improve the generalisability of the findings. Lastly, this study is among few

studies that introduces industrialisation within the understanding of botanical tourism. Therefore, this could further be extended by integrating industrialisation and comparing the effect size differences in other tourism.

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