

# The Effect of Participation Motivation in DMZ Eco-Tourism on Behavioral Intention: Focusing on the mediating effect of eco-friendly attitudes

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## Abstract

This study aims to analyze the influence of DMZ eco-tourism participation motivation on behavioral intention and the mediating effect of eco-friendly attitudes, and to present academic and practical implications. This study was conducted as an online survey from May 01 2023 to May 31 2023, and a total of 208 copies were secured as effective samples, and the final analysis was conducted through descriptive statistical analysis, factor analysis, correlation analysis, and multiple regression analysis using the SPSS 25.0 statistical package program. As a result of this study, first, in the hypothesis 1 of this study, It was found that DMZ eco-tourism participation motivation had a positive (+) significant effect on eco-friendly attitudes. Second, in Hypothesis 2, It was found that DMZ eco-tourism participation motivation had a positive (+) significant effect on behavioral intention. Third, in Hypothesis 3, It was found that eco-friendly attitude has a positive (+) significant effect on behavioral intention. Fourth, in Hypothesis 4, It was found that eco-friendly attitudes play a partial mediating role. This study is expected to play a major role in the development of wide-area tourism for DMZ eco-tourism and sustainable tourism, legislation of the special support act, and promotion of regional specialized tourism development.