

Adoption of Ecotourism: A Laddering Study to Elicit Consumers' Motivational Mechanisms

Uttapal Kumar^{*}

*School of Management, Bennett University
Greater Noida, Uttar Pradesh*

Abstract: Ecotourism has emerged as one of the sustainable alternatives to conventional tourism, seeking to minimize environmental degradation while maximizing socio-economic returns to local communities. This study integrates the motivations behind ecotourism adoption, setting within the Means-End Chain (MEC) theory and laddering technique. Via qualitative interviews, this research identified and ranked key attributes, consequences, and values influencing tourists during their decision-making processes. The study gives tourism marketers, policymakers, and ecotourism operators a critical input necessary for formulating effective strategies that acknowledge consumer motivations and, thus, promote responsible tourism practices and sustainable development.

Keywords: Ecotourism, Laddering Method, Means-End Chain Model, Sustainable Tourism, Consumer Motivation

^{*} Research Scholar. Email: singhutpal584@gmail.com