

The Success of Local Community Participation in Ecotourism Site: A Case Study of Sukau

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Abstract : Ecotourism has been the signature tourism activity for Sabah since the 90s, and it has become a model of sustainable tourism development for Malaysia due to its ability to enhance conservation activities and local community development. This paper outlines the experience in developing indicators for the success of the local community participation of an ecotourism site, Sukau, in Sabah. The research was qualitative in nature and employed case study as its methodology. The outcome of this research suggested that Sukau has a mixed success with local community participation for the ecotourism activity. The community is in need of coaching and capacity building to intensify the ecotourism activity. However, the ecotourism has successfully promoted conservation at its surrounding area.

Keywords : community, ecotourism, rural development, success, sustainable tourism

Conference Title : ICHTC 2017 : International Conference on Heritage Tourism and Culture

Conference Location : Paris, France

Conference Dates : April 18-19, 2017